General Business concentration assessment plan

General business concentration assessment overview:

The business division with a concentration in General Business will assess the following CLO’s over a four year period. The divisional outcomes and the general business outcome concentration learning outcome will be evaluated during a four year period.

Divisional learning outcomes:

DL01: Demonstrate critical thinking, research, and communication skills as applied to organizations.

DL02: Explain the cultural context of organizations operating in a global environment.

DL03: Demonstrate the knowledge and skills necessary for responsible management and leadership positions.

DL04: Demonstrate the ethical and behavioral skills for effective job performance.

General Business concentration learning outcomes:

CLO 1: Demonstrate critical thinking, research, and communication skills as applied to organizations.

CLO 2: Explain the cultural context of organizations operating in a global environment.

CLO 3: Demonstrate the knowledge and skills necessary for responsible management and leadership positions.

CLO 4: Demonstrate the ethical and behavioral skills for effective job performance.
General Business Concentration map. Courses are identified as providing low (1), moderate (2), or high (3) which aligns with the CLO’s. Note: The General Business Concentration is a mix of marketing, management, finance and accounting. This is a sampling of what courses offered in the general business concentration

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General Business assessment schedule. The general business concentration four year assessment cycle is listed below. The general business concentration assessment aligns with the business divisions learning outcomes over the four year period.

Assessment schedule

- Demonstrate critical thinking, research, and communication Skills as applied to organizations. BUSA 486 (2013-2014)
- Explain the cultural context of organizations operating in a global environment. BUSA 435 (2014-2015)
- Demonstrate the knowledge and skills necessary for Responsible management and leadership positions BUSA 490 (2015-2016)
- Demonstrate the ethical and behavioral skills for effective job performance. BUSA 386 (2016-2017)