

HCoB Learning Goals & Objectives: BBA Program

(Goals are numbered, objectives are designated as A, B, C, etc under each goal. The courses in which each objective is to be measured are reported in parentheses in bold print.)

1. Students will learn to communicate professionally and effectively
 - 1A. Demonstrate the ability to create written and oral communications reflecting maturity of thought and ability to analyze and synthesize information. **(BCM 1420)**
 - 1B. Understand the conventional ways organizations and individuals communicate and apply them appropriately. **(BUS 3700)**
 - 1C. Understand the role of communication contexts in communicating appropriately with diverse and intercultural audience. **(BUS 3700)**
2. Students will develop effective teamwork and leadership skills.
 - 2A. Demonstrate the ability to work effectively in teams. **(BUS 4750)**
 - 2B. Understand different leadership styles. **(MGMT 2500)**
 - 2C. Understand group processes, leadership, conflict, power and politics in organization. **(MGMT 2500)**
3. Students will develop critical thinking, analytical, and problem solving skills.
 - 3A. Demonstrate the ability to identify and evaluate relevant information for decision-making. **(BUS 4750)**
 - 3B. Demonstrate the ability to use flexible, creative, critical thinking methods to analyze and solve complex problems in environments characterized by change and uncertainty. **(BUS 4750)**
4. Students will develop functional business knowledge.
 - 4A. Demonstrate the ability to identify, define, and interpret essential business concepts and principles. **(ACTY 2110, MKTG 2500, BUS 2700)**
 - 4B. Demonstrate the ability to apply specific analytical techniques to continuous business process improvement and decision-making. **(BUS 3750)**
 - 4C. Understand specific aspects of manufacturing and service operations. **(BUS 3750)**
5. Students will acquire global awareness and appreciation for diverse perspectives.
 - 5A. Understand the theory, operations, and challenges of global business. **(MKTG 2500)**
 - 5B. Understand and appreciate diversity-ethnic, social, gender, religious, and cultural-in problem solving, decision-making and group dynamics. **(MKTG 2500)**
6. Students will understand and be able to use computer-based information systems and infrastructures.
 - 6A. Demonstrate the ability to use end-user computing tools and infrastructures to apply and interpret functional business knowledge. **(CIS 1020)**
 - 6B. Understand various types of information systems (individual, work group, etc.) and infrastructures. **(BUS 2700)**
7. Students will learn to recognize and analyze ethical problems, choose, and defend resolutions for practical situations that occur.
 - 7A. Demonstrate knowledge of the ethical behavior appropriate to specific business situations **(LAW 3800)**

HCoB Learning Goals & Objectives: MBA

Direct Learning Objectives: MBA

1. Demonstrate a solid conceptual foundation in each of the functional areas of business.
2. Demonstrate the capacity to function in a global, intercultural and diverse environment.
3. Understand the business as an integrated system and apply strategic planning tools and techniques to coordinate among the functional areas.
4. Exhibit business-related behavioral skills including leadership, interpersonal, communication (written and oral), team, and lifelong learning skills.
5. Understand business ethics, social responsibility, and legal implications of business decisions.
6. Apply technologies in decision making processes and create innovative business solutions.

The matrix below reports the course in which each learning objective is assessed.

DLO	MBA Core Courses								
	ACTY 6110	FIN 6120	MKTG 6130	MGMT 6140	BUS 6150	BUS 6160	MGMT 6170	BUS 6180	BUS 6990
1.	X	X	X	X	X			X	
2.					X				
3.				X				X	X
4.					X	X	X		
5.						X			
6.		X						X	

HAWORTH COLLEGE OF BUSINESS ASSESSMENT PROCESS

1. The assessment process is carried out for each calendar year.
 - a. Assessment of Direct Learning Objectives (DLO) will take place according to the Assessment Schedule established for each course.
 - b. The Assessment Schedule, as well as the metrics and benchmarks for each DLO, will be available on the Haworth College of Business website.
2. A course coordinator will be named for each BBA and MBA course in which DLOs are assessed.
 - a. The course coordinator will maintain a file for each DLO assessed in the course.
 - b. The course coordinator will contact faculty teaching the course prior to the start of the calendar year to determine which faculty will apply specified metrics in specified semesters or sessions.
 - c. The course coordinator will send each faculty member a copy of the metrics and benchmarks for the course, which will also be available on the HCOB website.
3. After a faculty member conducts the assessment, he/she will send the results to the course coordinator as an e-mail attachment to be included in the assessment file for the DLO.
 - a. The data will include the number of students who were assessed, range of results, and mean or median result.
 - b. The faculty member also will make copies of examples of a good, an average, and a poor result (exam answer, case, etc.) and give the copies to the course coordinator to scan into the assessment file for the DLO.
 - c. The assessment results must be sent to the course coordinator no later than one week after final grades for the course are due.
4. In January of each year, the course coordinator will send the faculty teaching the course an e-mail attachment containing the assessment files from the prior year for each DLO.
 - a. By the end of January, the course coordinator will meet with the faculty teaching the course. The group will review the assessment data for the course, determine if the benchmark for each DLO has been met in the course, and write an executive summary with their conclusions and any recommendations for improvement.
 - b. By January 31, the course coordinator will send the complete assessment file and the executive summary to the HCOB Assessment Committee.

5. The HCOB Assessment Committee will review the assessment files and executive summaries for all DLOs in the BBA and MBA program by March 15.
 - a. The Assessment Committee will write executive summaries of the results of the assessment processes for the prior year.
 - b. By March 15, the Assessment Committee will send the assessment files for both programs and its executive summaries to the chairs of the Undergraduate Program Council (UPC) and Graduate Program Council (GPC), the Dean, Associate Dean, and directors of the BBA and MBA programs.
6. By April 30, the UPC and GPC will review the assessment data for the prior year and write an executive summary of their analysis of the results. The summaries should include recommendations for revisions of the DLOs, metrics, and benchmarks, if appropriate.
7. The College Assessment Committee will review the Assessment Schedule and Assessment Process each year and revise them, if necessary, before the start of the next calendar year.