

## College of Business and Technology: Business Division – Assurance of Learning Assessment Plan

General Learning Goals	Objectives	Direct Assessment	Indirect Assessment
<p><i>Communication:</i> Graduates will be effective communicators.</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Successfully present and exchange ideas in a business context through written communication.</li> <li>• Successfully present and exchange ideas in a business context through oral communication.</li> </ul>	<p>Final assessment in BMGT 493 (WI)</p> <p>Final assessment in BMGT 495</p>	<p><i>EBI Undergrad Exit Survey &amp; Undergrad Alumni Survey</i></p>
<p><i>Critical Thinking</i> Graduates will have effective critical thinking skills.</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Identify and define the problem or issue being investigated.</li> <li>• Construct a viable argument—use evidence to identify alternatives and support the argument.</li> <li>• Draw conclusions / make recommendations.</li> </ul>	<p>Final assessment for all objectives in BMGT 493 (WI) Case</p>	<p><i>EBI Undergrad Exit Survey &amp; Undergrad Alumni Survey</i></p>
<p><i>Business Disciplines:</i> Graduates will have knowledge of basic business disciplines and concepts.</p>	<p>Students will demonstrate comprehension in:</p> <ul style="list-style-type: none"> <li>- Accounting.</li> <li>- Economics.</li> <li>- Management.</li> <li>- Quantitative business analysis.</li> <li>- Information systems.</li> <li>- Finance.</li> <li>- Marketing.</li> <li>- Legal/social environment.</li> <li>- International issues.</li> </ul>	<p>Final assessment in BMGT 495 <i>Major Field Test</i></p>	<p><i>EBI Undergrad Exit Survey &amp; Undergrad Alumni Survey</i></p>
<p><i>Ethical Reasoning:</i> Graduates will be ethical problem solvers.</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Recognize ethical problems that occur in business.</li> <li>• Generate and analyze alternatives to the ethical problems.</li> <li>• Determine and defend a recommendation that is consistent with UNK’s Student Code of Conduct and universal ethical principles.</li> </ul>	<p>Final assessment for all objectives in BMGT 493.</p>	<p><i>EBI Undergrad Exit Survey &amp; Undergrad Alumni Survey</i></p>
<p><i>Technology:</i> Graduates will be competent in current technology.</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Navigate the Internet.</li> <li>• Develop a document using a word processor.</li> <li>• Use electronic communications to efficiently send, receive, and organize information.</li> <li>• Design spreadsheet and analyze data.</li> <li>• Present ideas using a presentation graphics package.</li> <li>• Access and analyze data from existing databases.</li> </ul>	<p>Final assessment: BSAD 295 BSAD 295</p> <p>BSAD 295</p> <p>BMGT 495</p>	<p><i>EBI Undergrad Exit Survey &amp; Undergrad Alumni Survey</i></p>