

The Tabor School Core

The Tabor School of Business creates opportunities for students to perform and compete, early and often, to build the confidence to succeed. We expect commitment, hard work, accountability, and honesty.

Tabor Focus

Students learn and develop successful business practices. Students will be better prepared for their career path when they perform what they have learned. Performance Learning projects include student-run ventures, small business consulting teams, client projects, internships, auditing projects, business plans, student-managed investment fund, and numerous other opportunities to demonstrate their learning. Tabor students develop skills and attitudes needed to compete and succeed in the workplace by:

Doing in-field work early and often.

Customizing their experience by learning marketable skills through certificates.

Take an optional 5th year and complete a Master's of Business Administration (MBA).

Tabor students have an integrated experience with companion learning labs that tie key components together. The four year experience involves:

Year 1: Early Business Engagement

Year 2: Sharpened Thinking and Enhanced Communication

Year 3: Expertise Building, Management, and Leadership

Year 4: Demonstrating Mastery

Students who major in Tabor:

Develop a personal brand and vision.

Create business plans and assess risk.

Use spreadsheet, word processing, database, and project management software to get work done.

Prepare financial statements and communicate financial information.

Use financial and statistical information to make decisions.

Create and deliver formal written reports and oral business presentations, lead meetings, and engage in professional conversations.

Work with 3rd parties in the community early and often.

Develop strategic plans.

Tabor School Learning Goals

Students will become career-ready by:

1. Applying business concepts to practical situations through such things as internships, projects, consulting, and competitions.
2. Demonstrating written and verbal communication appropriate for business professionals.
3. Students will become career-ready by gaining a global business perspective.
4. Developing the ability to build and work effectively in diverse teams.
5. Effectively apply quantitative reasoning to solve business problems

Internship Program

The Tabor Internship Program offers students still another avenue for integrating theory and practice. Within an internship, students practice skills and apply theories learned in the classroom and enhance their professional development in their major fields of study. All students graduating with a degree from the Tabor School of Business will complete at least one internship.

The Tabor School is committed to providing internships that expose students to the various facets of a business professional position. The educational aspect of internships is crucial to the granting of academic credit and differentiates the internship from other work experiences. Hence, each internship is preceded by a learning contract articulating the goals, objectives, and scope of the experience. The contract is agreed to by the company, the student, and the faculty advisor. The overall program is facilitated by a coordinator who assists students in developing internships and builds relationships with cooperating firms. The responsibility for learning in an internship is shared by the student, the Tabor faculty advisor, and the organization receiving the services of the intern. The student is expected to provide a service of value to the business, the organization is expected to provide a breadth of learning experience to the student, and the Tabor faculty advisor is expected to help the student interpret the experience.

Business Curriculum Elements and Credit Requirements

For the Bachelor of Science degree with a major in Accounting, Business Management, Digital Media Marketing, Entrepreneurship, Finance, International Business, Management Information Systems, or Organizational Leadership, a student must complete all University Studies requirements and all degree and major requirements established by the Tabor School of Business. Both sets of requirements may be satisfied by the student completing at least a 124-credit program of study. (Students majoring in Organizational Leadership do not follow the Tabor Business Core. They must follow a separate set of requirements.)

University Studies (28-30)

B.S. Science Distribution (10)

Tabor School of Business Core (47)

Tabor School of Business Major* (21-33)

Electives (10-24)

Total (124)

University Studies Requirements (28-30)

IN140. University Seminar (3)

IN150. Critical Writing, Reading and Research I (3)

IN151. Critical Writing, Reading and Research II (3)

Oral Communication Studies, (BU230 required for Tabor students) (3)

International Culture and Structures (6-8)

Quantitative Reasoning (MA130 (3) and MA131 (1) required for Tabor students) (4)

IN250. U.S. Cultures (3)

IN251. U.S. Structures (PH215 required for Tabor students) (3)

IN350. Global Studies (3)

Creative Arts (3)

Natural Science (4)

B.S. Science Distribution Requirements (10)

Candidates for the B.S. degree are required to complete a minimum of 10 additional credits, including at least one laboratory science course, from no more than two departments (outside of the major department) in biology, chemistry, mathematics, or physics, in addition to the University Studies requirements.

Additional Natural Science with Lab (4)

Biology, Chemistry, Physics, Computer Science, or Mathematics (6)

Tabor School of Business Core Requirements (47)

ET100. Business Creation (3)

ET111. Team Dynamics (1)

EC100. Principles of Macroeconomics (3)

EC110. Principles of Microeconomics (3)

IS120. Introduction to Business Analytics (3)

MA130. Elementary Probability & Statistics with Spreadsheets (3)

MA131. Elementary Probability & Statistics Lab (1)

MK200. Principles of Marketing (3)

PH215. Business Ethics (3)

BU230. Business Conversations (3)

AC230. Introduction to Financial Statements (3)

AC240. Principles of Managerial Accounting (3)

IS240. Foundations of Information Systems (3)

BU250. Written Business Communication (3)

MG300. People and Performance (3)

FI340. Introduction to Financial Management (3)

BU450. Global Business Strategy (3)

A minimum of C- or better must be earned in the following courses to graduate:

ET100. Business Creation (3)

ET111. Team Dynamics (1)

BU450. Global Business Strategy (3)

Tabor Core Learning Goals
Courses where Learning Goals will be Assessed with Benchmarks

Goal 1: Performance Learning	AC 422	ET 390	IB 410 [70% at Proficiency or higher]	IS 470	BU 325 [70% at Proficiency or higher]	MK 442 [80% at Proficiency or higher]
Goal 2a: Written Communication	ET 100	BU 250	BU 450 [80% at Proficiency or higher]			
Goal 2b: Oral Communication	ET 100	BU 230	BU 450 [80% at Proficiency or higher]			
Goal 3: International Perspective	BU 450 [80% at Proficiency or higher]					
Goal 4: Teamwork	ET 100	MK 200 [70% at Proficiency or higher]	BU 450 [80% at Proficiency or higher]			
Goal 5: Quantitative Reasoning	IS 120	AC 240	FI 340	BU 450 [80% at Proficiency or higher]		

IMPROVEMENT RESPONSE

BU 100 and BU 111 changed designation to ET 100 and ET 111 in AY2019-2020 to reflect the entrepreneurship lens used in the courses. For Learning Goal #1 began using IB 410 in AY2019-2020 rather than ET410 or MG481. Also, for Learning Goal #1 using BU 325 rather than MG 340 as it has been determined that the full expression of performance learning is not reasonable to expect in that course.

**Tabor Learning Goal #1
Performance Learning Rubric**

Applying business concepts to practical situations through such things as internships, projects, consulting, and competitions

	Mastery 4	Proficient 3	Developing 2	Beginning 1
Understanding the Disciplines <i>Sees (makes) connections across disciplines, perspectives</i>	Independently synthesizes or draws conclusions by combining examples, facts, or theories from more than one field of study or perspective.	Independently connects examples, facts, or theories from more than one field of study or perspective without drawing conclusions.	When prompted, connects examples, facts, or theories from more than one field of study or perspective without drawing conclusions.	When prompted, presents examples, facts, or theories from more than one field of study or perspective.
Application <i>Adapts and applies skills, abilities, theories, or methodologies gained in one situation to new situations</i>	Adapts and applies, independently, skills, abilities, theories, or methodologies gained in one situation to new situations.	Applies, independently, without adaptation, skills, abilities, theories, or methodologies gained in one situation to new situations.	When prompted, applies, without adaptation, skills, abilities, theories, or methodologies gained in one situation in a new situation	Applies, in a basic way, skills, abilities, theories, or methodologies gained in one situation in repeated situations.
Engaging Third Party Stakeholder <i>Connects relevant experience and academic knowledge on behalf of external stakeholder</i>	Analyzes stakeholder situation and applies knowledge and previous experience to make meaningful recommendations to the stakeholder that are both feasible and situation specific	Analyzes stakeholder situation and applies knowledge and previous experience to make general recommendations to the stakeholder that are feasible but might are not tailored to the specific stakeholder.	Accurately analyzes stakeholder situation but fails to make recommendations.	Struggles to demonstrate understanding of the stakeholder's situation.

Tabor Learning Goal #2a
Written Communication Rubric

Students will become career ready by demonstrating written communication appropriate for business professionals

	Mastery 4	Proficient 3	Developing 2	Beginning 1
Context of and Purpose for Writing <i>Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s).</i>	Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the assigned task(s) and focuses all elements of the work.	Demonstrates adequate consideration of context, audience, and purpose and a clear focus on the assigned task(s) (e.g., the task aligns with audience, purpose, and context).	Demonstrates awareness of context, audience, purpose, and to the assigned tasks(s) (e.g., begins to show awareness of audience's perceptions and assumptions).	Demonstrates minimal attention to context, audience, purpose, and to the assigned tasks(s) (e.g., expectation of instructor or self as audience).
Content	Uses appropriate, relevant, and compelling content to illustrate mastery of the subject, conveying the writer's understanding, and shaping the whole work.	Uses appropriate, relevant, and compelling content to explore ideas within the context of the discipline and shape the whole work.	Uses appropriate and relevant content to develop and explore ideas through most of the work.	Uses appropriate and relevant content to develop simple ideas in some parts of the work.
Organization and Formatting	Demonstrates detailed attention to and successful execution of discipline specific rules for formatting and organization of written material	Demonstrates consistent use of discipline specific rules for formatting and organization of written material	Demonstrates understanding of discipline specific rules for formatting and organization of written material but execution is inconsistent	Demonstrates flawed execution of discipline specific rules for formatting and organization of written material
Sources and Evidence	Demonstrates skillful use of high-quality, credible, relevant sources to develop ideas that are appropriate for the discipline and genre of the writing	Demonstrates consistent use of credible, relevant sources to support ideas that are situated within the discipline and genre of the writing.	Demonstrates an attempt to use credible and/or relevant sources to support ideas that are appropriate for the discipline and genre of the writing.	Demonstrates an attempt to use sources to support ideas in the writing.
Control of Syntax and Mechanics	Uses graceful language that skillfully communicates meaning to readers with clarity and fluency, and is virtually error-free.	Uses straightforward language that generally conveys meaning to readers. The language in the artifact has few errors.	Uses language that generally conveys meaning to readers with clarity, although writing may include some errors.	Uses language that sometimes impedes meaning because of errors in usage.

Tabor Learning Goal #2b
Verbal Communication Rubric

Demonstrating verbal communication appropriate for business professionals

	Mastery 4	Proficient 3	Developing 2	Beginning 1
Organization	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable and is skillful and makes the content of the presentation cohesive.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is intermittently observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is not observable within the presentation.
Language	Language choices are imaginative, memorable, and compelling, and enhance the effectiveness of the presentation. Language is appropriate to audience.	Language choices are thoughtful and generally support the effectiveness of the presentation. Language is appropriate to audience.	Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language is appropriate to audience.	Language choices are unclear and minimally support the effectiveness of the presentation. Language is not appropriate to audience.
Delivery	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation compelling, and speaker appears polished and confident.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting, and speaker appears comfortable.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation understandable, and speaker appears tentative.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) detract from the understandability of the presentation, and speaker appears uncomfortable.
Supporting Material	A variety of types of supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that significantly supports the presentation or establishes the presenter's credibility/authority on the topic.	Supporting materials make appropriate reference to information or analysis that generally supports the presentation or establishes the presenter's credibility/authority on the topic.	Supporting materials) make appropriate reference to information or analysis that partially supports the presentation or establishes the presenter's credibility/authority on the topic.	Insufficient supporting materials make reference to information or analysis that minimally supports the presentation or establishes the presenter's credibility/authority on the topic.
Central Message	Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported.)	Central message is clear and consistent with the supporting material.	Central message is basically understandable but is not often repeated and is not memorable.	Central message can be deduced, but is not explicitly stated in the presentation.

Tabor Learning Goal #3
International Perspective Learning Rubric
Gaining a International Business Perspective through Experiencing Diverse Cultures

	Mastery 4	Proficient 3	Developing 2	Beginning 1
Context <i>Cross Cultural Understanding and Communication</i>	Student reflection on experience provides evidence of immersion in international culture, including acquiring rudimentary conversational language skills and applying understanding of cultural differences	Student reflection on experience provides evidence of interaction with international culture, either acquiring rudimentary conversational language skills or applying cultural differences	Student reflection on experience has a heavy focus on observation instead of interaction, but student does report limited understanding of cultural differences.	Student reflection on experience is more consistent with "tourism abroad"—little or no evidence of engaging individual in international culture.
Attitudes <i>Curiosity & Openness</i>	Asks complex questions about business in other cultures, while suspending value judgments.	Asks deeper questions about business in other cultures. Begins to suspend value judgments while being aware of personal bias and is willing to change.	Asks simple or surface questions about other cultures, but still has difficulty suspending value judgments.	States minimal interest in learning more about other cultures and their way of doing business, and has difficulty suspending value judgments.
Application <i>Applying Knowledge to Global Business Decisions</i>	Makes decision using advanced global approach—tailors decision to particular cultural and institutional contexts.	Makes decision using some global knowledge—tailors decision to either cultural or institutional context.	Makes decision using a universalistic approach—little or no regard for international context or differences	Reports action without demonstrating how decision was reached

**Tabor Learning Goal #4
Teamwork Rubric**

Students will be career-ready by developing the ability to build and work effectively in diverse teams.

	Mastery 4	Proficient 3	Developing 2	Beginning 1
Contributes to Team Meetings	<p>Demonstrates advanced comprehension of assigned readings and <u>consistently</u> supplements with outside research and/or examples.</p> <p>Demonstrates expertise asking questions that generate new and creative thoughts/ideas.</p> <p>Effectively assimilates input from others to lead team to an enlightened level of understanding not present prior to discussion.</p>	<p>Demonstrates advanced comprehension of assigned readings and <u>occasionally</u> supplements with outside research and/or examples.</p> <p>Clearly and effectively expresses self in the presentation of ideas.</p> <p>Attempts to generate new thoughts/ideas by occasionally asking questions that take the team beyond readings.</p>	<p>Willingly takes part in discussions without being asked and demonstrates adequate preparation and comprehension of assigned work.</p> <p>Responds to questions with adequate knowledge.</p> <p>Clearly articulates thoughts most of the time; may occasionally hesitate when speaking.</p>	<p>Provides input on occasion; occasionally shows insufficient preparation/comprehension of assigned work.</p> <p>Not enough support given on arguments; has some difficulty expressing thoughts.</p> <p>Doesn't always seek clarity when needed.</p>
Fosters positive and professional environment in and out of the team	<p>Consistently makes others feel comfortable in their contributions by seeking understanding before judging.</p> <p>With excellent communication style, acknowledges team members' questions and ideas by actively listening without interrupting and by responding with diplomacy and tact.</p> <p>Ensures that other team members provide input and ideas during team discussions and meetings.</p> <p>Consistently uses appropriate business manners, language, and dresses appropriately when dealing with external constituents.</p>	<p>Consistently seeks understanding and clarity from others before judging.</p> <p>With a very good communication style, allows team members to express their thoughts and ideas with diplomacy and tact.</p> <p>Asks other team members for their input and ideas during team discussions and meetings.</p> <p>Uses appropriate business manners, language, and dresses appropriately when dealing with external constituents.</p>	<p>time, seeks understanding and clarity from others before judging.</p> <p>With a good communication style, allows team members to express their thoughts and ideas with diplomacy and tact.</p> <p>Actively listens and responds to team members with follow up questions or responses.</p> <p>Uses appropriate business manners, language, and dresses appropriately when dealing with external constituents.</p>	<p>Sometimes is quick to judge before seeking understanding and clarity from others.</p> <p>Is not always courteous, conscientious, and/or discreet with team members, but is with the team.</p> <p>Doesn't always listen and respond to team members with follow up questions or responses.</p> <p>Business manners, language, and possibly dress need practice and polish.</p>
Responds to Conflict	<p>Addresses destructive conflict directly and constructively, helping to manage/resolve it while strengthening team cohesiveness.</p> <p>Successfully anticipates and resolves conflicts in ways that result in a win-win for all parties.</p>	<p>Identifies and acknowledges conflict and stays engaged with it.</p> <p>Consistently engages in functional conflict around ideas, not people</p>	<p>When faced with conflict, redirects focus toward common ground, toward task at hand.</p> <p>Seeks to resolve conflict directly with the source.</p>	<p>Passively accepts alternate viewpoints/ideas/opinions.</p> <p>Doesn't always seek to resolve conflict directly with the source, but rather, tends to avoid conflict and/or occasionally complains to outsiders.</p>

**Tabor Learning Goal #5
Quantitative Reasoning Rubric**

Effectively applying quantitative reasoning to solve business problems

	Mastery 4	Proficient 3	Developing 2	Beginning 1
Evidence Problem is understood	Demonstrates the ability to formulate and clearly document the central question of a problem, as well as to identify, assign and justify all relevant variables and data.	Demonstrates the ability to identify and document the central question of a problem, as well as to identify and assign all relevant variables and data	Begins to develop the ability to identify and formulate the central question of a problem through the identification of most of the relevant variables and data.	Demonstrates a limited ability to identify and formulate the central question of a problem through the identification of relevant variables and data.
Use of appropriate model(s) / technique(s)	Demonstrates the ability to use the appropriate equation, models and/or techniques. Presents the equation, model and/or technique in a detailed logical, clear and understandable format.	Demonstrates the ability to use the appropriate equation, models, and/or techniques. . Presents the equation, model and/or technique in an understandable format.	Begins to develop the ability to identify and use the appropriate equation, models and /or techniques. Presents the equation, model and/or technique in a mostly understandable format.	Demonstrates a limited ability to identify and use the appropriate equations, models, and/or techniques. Presents the equation, model and/or technique in a less than understandable format.
Calculation	All calculations are correct, and the appropriate technique was used to reach a correct solution at the appropriate significance level. Presents the solution in a detailed, clear, and logical format.	All calculations are correct, and the appropriate technique was used to reach the successful solution of a problem though not at the appropriate significance level. Presents the solution in an understandable format.	Most calculations are correct, but the successful solution of a problem was not reached. Presents the solution in a mostly understandable format.	Some calculations are attempted, but the successful solution of a problem was not reached. Presents the solution in a somewhat haphazard manner.
Interpretation	The student's explanation of the answer demonstrates a complete understanding of all the teaching points.	The student's explanation of the answer demonstrates a complete understanding of one or more, but not all, of the teaching points.	The student's explanation of the answer demonstrates a minimal understanding of one or more of the teaching points.	The explanation is attempted, but demonstrates some deficiencies in understanding of the answer.

**Tabor Core
Learning Goal #1
Performance Learning Assessment Results**

2019-2020

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
AC 422	Blue Connection Audit										
Discipline											
Application											
Third Party Stakeholder											
ET 390	Blue Connection										
Discipline											
Application											
Third Party Stakeholder											
IB 410											
Discipline		X	X	X	X	X	X	X	X	X	X
Application		X	X	X	X	X	X	X	X	X	X

Third Party Stakeholder		X	X	X	X	X	X	X	X	X	X
IS 470	Client-based Project										
Discipline		0%	X	44%	X	22%	X	11%	X	22%	X
Application		0%	X	33%	X	44%	X	0%	X	22%	X
Third Party Stakeholder		0%	X	44%	X	22%	X	11%	X	22%	X
BU 325											
Discipline		X	21%	X	70%	X	9%	X	0%		0%
Application		X	15%	X	79%	X	6%	X	0%		0%
Third Party Stakeholder		X	#	X	#	X	#	X	#		#
MK 442	Client-based Project										
Discipline		X	42%	X	26%	X	5%	X	0%	0%	0%
Application		X	42%	X	26%	X	5%	X	0%	0%	0%
Third Party Stakeholder		X	47%	X	21%	X	5%	X	0%	0%	0%

- Third party stakeholder portion was not assessed due to Covid-19.

2018-2019

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
AC 422	Blue Connection Audit								
Discipline									
Application									
Third Party Stakeholder									
ET 390	Blue Connection								
Discipline									
Application									
Third Party Stakeholder									
ET 410 MG 481									
Discipline			50%		50%		0%		0%
Application			25%		75%		0%		0%
Third Party Stakeholder			25%		75%		0%		0%
IS 470	Client-based Project								

Discipline		0%	X	40%	X	50%	X	10%	X
Application		0%	X	40%	X	50%	X	10%	X
Third Party Stakeholder		0%	X	50%	X	50%	X	0%	X
MG 340									
Discipline		X		X		X		X	
Application		X		X		X		X	
Third Party Stakeholder		X		X		X		X	
MK 442	Client-based Project								
Discipline		X	13%	X	60%	X	27%	X	0%
Application		X	13%	X	60%	X	27%	X	0%
Third Party Stakeholder		X	7%	X	53%	X	40%	X	0%

2017-2018

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
AC 422	Blue Connection Audit								
Discipline		X		X		X		X	
Application		X		X		X		X	
Third Party Stakeholder		X		X		X		X	
ET 390	Blue Connection								
Discipline		27%	*	9%	*	45%	*	18%	*
Application		36%	*	9%	*	36%	*	18%	*
Third Party Stakeholder		36%	*	0%	*	45%	*	18%	*
IB 330									
Discipline									
Application									
Third Party Stakeholder									
IS 470	Client-based Project								

Discipline		0%	X	80%	X	20%	X	0%	X
Application		0%	X	10%	X	90%	X	0%	X
Third Party Stakeholder		0%	X	40%	X	60%	X	0%	X
MG 340									
Discipline		X		X		X		X	
Application		X		X		X		X	
Third Party Stakeholder		X		X		X		X	
MK 442	Client-based Project								
Discipline		X	47%	X	42%	X	11%	X	0%
Application		X	58%	X	37%	X	5%	X	0%
Third Party Stakeholder		X	47%	X	42%	X	11%	X	0%

* - No report due to small enrollment (n=1).

2016-2017

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring

AC 422	Blue Connection Audit								
Discipline									
Application									
Third Party Stakeholder									
ET 390	Blue Connection								
Discipline									
Application									
Third Party Stakeholder									
IB ???									
Discipline									
Application									
Third Party Stakeholder									
IS 321	Client-based Project								
Discipline		0%	X	80%	X	20%	X	0%	X
Application		0%	X	10%	X	90%	X	0%	X
Third Party Stakeholder		0%	X	40%	X	60%	X	0%	X

MG 340									
Discipline		X		X		X		X	
Application		X		X		X		X	
Third Party Stakeholder		X		X		X		X	
MK 442	Client-based Project								
Discipline		X	47%	X	42%	X	11%	X	0%
Application		X	58%	X	37%	X	5%	X	0%
Third Party Stakeholder		X	47%	X	42%	X	11%	X	0%

2015-2016

Course	Artifact	Mastery (% of students)	Proficient (% of students)	Developing (% of students)	Beginning (% of students)
AC 422	Blue Connection Audit	%	%	%	%
ET 390	Blue Connection	-	%	%	%
IB ???		%	%	-	-
IS 321	Client-based Project	0%	23%	46%	31%
MG 340					-
MK 442	Client-based Project	37%	63%	0%	0%

2014-2015

Course	Artifact	Mastery (% of students)	Proficient (% of students)	Developing (% of students)	Beginning (% of students)
AC 422	Blue Connection Audit	16%	39%	29%	58%
ET 390	Blue Connection	-	27%	60%	13%
FI 452	TIPS Project	67%	33%	-	-

IS 321	Client-based Project	17%	33%	50%	-
MG 322	Client-based Project				-
MK 320	Client-based Project	-	93%	7%	-

2013-2014

Course	Artifact	Mastery (% of students)	Proficient (% of students)	Developing (% of students)	Beginning (% of students)
AC 422	Blue Connection Audit	18%	35%	29%	18%
ET 390	Blue Connection	-	33%	66%	-
FI 452	TIPS Project	30%	50%	20%	-
IS 470	Client-based Project	17%	33%	50%	-
MG 322	Client-based Project	18%	55%	27%	-
MK 320	Client-based Project	-	43%	52%	5%

**Tabor Core
Tabor Learning Goal #2a
Written Communication Assessment**

2019-2020

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
ET 100	Business Plan										
Context			17%		46%		29%		7%		0%
Content			27%		46%		20%		7%		0%
Organization			24%		32%		37%		7%		0%
Sources			27%		32%		32%		10%		0%
Syntax			24%		39%		27%		10%		0%
BU 250											
Context		26%		53%		21%		0%		0%	
Content		16%		53%		32%		0%		0%	
Organization		16%		58%		26%		0%		0%	
Sources		26%		32%		42%		0%		0%	

Syntax	11%		53%		37%		0%		0%	
BU 450 Strategic Plan										
Context	17%	33%	83%	63%	0%	4%	0%	0%	0%	0%
Content	17%	33%	83%	63%	0%	4%	0%	0%	0%	0%
Organization	17%	50%	83%	46%	0%	4%	0%	0%	0%	0%
Sources	26%	33%	13%	63%	35%	4%	26%	0%	0%	0%
Syntax	0%	33%	100%	63%	0%	4%	0%	0%	0%	0%

2018-2019

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
BU 100	Business Plan										
Context		40%	0%	45%	30%	15%	40%	0%	0%	0%	27%
Content		30%	10%	55%	3%	15%	50%	0%	3%	0%	27%

Organization		5%	0%	55%	27%	35%	40%	5%	0%	0%	27%
Sources		10%	10%	45%	3%	40%	27%	5%	27%	0%	27%
Syntax		20%	3%	50%	10%	20%	47%	10%	13%	0%	27%
BU 250											
Context		40%		45%		15%		0%		0%	
Content		30%		55%		15%		0%		0%	
Organization		5%		55%		35%		5%		0%	
Sources		10%		45%		40%		5%		0%	
Syntax		20%		50%		20%		10%		0%	
BU 450	Strategic Plan										
Context											
Content											
Organization											
Sources											
Syntax											

2017-2018

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
BU 100	Business Plan								
Context			0%		66%		27%		7%
Content			0%		27%		64%		9%
Organization			0%		36%		57%		7%
Sources			0%		20%		70%		9%
Syntax			0%		30%		61%		7%
BU 450	Strategic Plan								
Context		17%	0%	83%	100%	0%	0%	0%	0%
Content		17%	0%	83%	100%	0%	0%	0%	0%
Organization		17%	0%	83%	100%	0%	0%	0%	0%
Sources		26%	0%	13%	100%	35%	0%	26%	0%
Syntax		0%	0%	100%	100%	0%	0%	0%	0%

2016-2017

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
BU 100	Business Plan								
Context		73%	37%	27%	22%	0%	37%	0%	4%
Content		65%	37%	35%	22%	0%	37%	0%	4%
Organization		65%	52%	19%	40%	15%	4%	0%	4%
Sources		54%	52%	38%	22%	8%	22%	0%	4%
Syntax		31%	25%	50%	67%	19%	4%	0%	4%
BU 450	Strategic Plan								
Context		22%		57%		22%		0%	
Content		0%		22%		70%		9%	
Organization		0%		100%		0%		0%	
Sources		22%		52%		22%		4%	

Syntax	0%		96%		0%		4%	
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2015-2016

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		F15	S16	F15	S16	F15	S16	F15	S16
BU 100	Business Plan	0%	52%	0%	33%	27%	15%	73%	0%
IS 240	Project Report	4%	22%	38%	74%	33%	4%	25%	0%
BU 450	Strategic Plan								
Context		25%		75%		0%		0%	
Content		25%		75%		0%		0%	
Organization		0%		100%		0%		0%	
Sources		0%		100%		0%		0%	
Syntax		0%		75%		25%		0%	

2014-2015

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		F14	S15	F14	S15	F14	S15	F14	S15
MG 100	Business Plan	-	-	58%	3%	42%	52%	-	-
IS 240	Project Report	4%-	-	16%	36%	84%	52%	-	4%

2013-2014

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		F13	S14	F13	S14	F13	S14	F13	S14
MG 100	Business Plan	-	-	20%	3%	68%	59%	12%	21%
IS 240	Project Report	3%	-	32%	-	39%	-	26%	-

**Tabor Core
Learning Goal #2b
Oral Communication Assessment Results**

2019-2020

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
ET 100	Business Plan Presentation										
	Organization	17%	27%	46%	49%	29%	22%	7%	2%	0%	0%
	Language	27%	32%	46%	34%	20%	32%	7%	2%	0%	0%
	Delivery	24%	27%	32%	39%	37%	32%	7%	2%	0%	0%
	Material	27%	34%	32%	34%	32%	29%	10%	2%	0%	0%
	Message	24%	29%	39%	39%	27%	29%	10%	2%	0%	0%
BU 450	Project Presentation										
	Organization	17%	46%	78%	50%	4%	4%	0%	0%	0%	0%
	Language	13%	38%	83%	58%	4%	4%	0%	0%	0%	0%
	Delivery	17%	38%	65%	58%	17%	4%	0%	0%	0%	0%
	Material	4%	38%	91%	58%	4%	4%	0%	0%	0%	0%

Message	13%	38%	83%	58%	4%	4%	0%	0%	0&	0%
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2018-2019

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
BU 100	Business Plan Presentation										
	Organization		0%		37%		53%		0%		7%
	Language		13%		53%		20%		0%		7%
	Delivery		13%		30%		43%		0%		7%
	Material		10%		27%		50%		0%		7%
	Message		13%		23%		53%		0%		7%
BU 450	Project Presentation										
	Organization										
	Language										
	Delivery										

Material										
Message										

2017-2018

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
BU 100	Business Plan Presentation										
Organization		63%	0%	13%	70%	17%	25%	0%	5%	0%	0%
Language		29%	0%	42%	55%	21%	39%	0%	7%	0%	0%
Delivery		29%	0%	42%	39%	21%	55%	0%	7%	0%	0%
Material		83%	0%	0%	20%	8%	70%	0%	9%	0%	0%
Message		83%	0%	0%	34%	8%	59%	0%	7%	0%	0%
IS 240	Project Presentation										
Organization		10%	20%	37%	52%	27%	20%	0%	0%	0%	8%
Language		0%	26%	37%	42%	23%	23%	13%	0%	0%	8%

Delivery		3%	12%	37%	35%	20%	40%	13%	5%	0%	8%
Material		10%	31%	43%	43%	13%	17%	7%	2%	0%	8%
Message		0%	38%	47%	43%	13%	9%	13%	2%	0%	8%
MK 200	Project Presentation										
Organization		22%	28%	52%	59%	21%	14%	5%	0%	0%	0%
Language		14%	24%	60%	59%	21%	17%	5%	0%	0%	0%
Delivery		17%	28%	50%	52%	28%	21%	5%	0%	0%	0%
Material		10%	24%	64%	59%	21%	17%	5%	0%	0%	0%
Message		14%	31%	60%	69%	21%	0%	5%	0%	0%	0%
MG 300	Project Presentation										
Organization		28%	78%	66%	11%	7%	7%	0%	4%	0%	0%
Language		28%	67%	66%	22%	7%	7%	0%	4%	0%	0%
Delivery		28%	56%	66%	37%	7%	4%	0%	4%	0%	0%
Material		28%	63%	66%	33%	7%	0%	0%	4%	0%	0%
Message		28%	96%	66%	0%	7%	0%	0%	4%	0%	0%

2016-2017

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
BU 100	Business Plan Presentation										
	Organization	73%	Missing	27%	Missing	0%	Missing	0%	Missing	0%	Missing
	Language	27%	40%	54%	52%	15%	4%	4%	4%	0%	0%
	Delivery	19%	33%	77%	56%	4%	7%	0%	4%	0%	0%
	Material	50%	26%	31%	30%	19%	40%	0%	4%	0%	0%
	Message	50%	15%	31%	37%	19%	44%	0%	4%	0%	0%
IS 240	Project Presentation										
	Organization	4%	43%	54%	53%	27%	3%	0%	0%	15%	0%
	Language	4%	17%	42%	66%	38%	17%	0%	0%	15%	0%
	Delivery	0%	13%	46%	43%	35%	37%	4%	7%	15%	0%
	Material	0%	37%	50%	43%	31%	17%	4%	3%	15%	0%
	Message	0%	57%	50%	30%	35%	10%	0%	3%	15%	0%

MK 200	Project Presentation										
Organization		0%	24%	100%	52%	0%	17%	0%	3%	0%	3%
Language		0%	0%	72%	48%	28%	45%	0%	3%	0%	3%
Delivery		10%	0%	59%	76%	31%	21%	0%	0%	0%	3%
Material		0%	0%	86%	100%	14%	0%	0%	0%	0%	3%
Message		0%	0%	100%	100%	0%	0%	0%	0%	0%	3%
MG 300	Project Presentation										
Organization		0%	0%	100%	97%	0%	0%	0%	0%	0%	3%
Language		4%	0%	91%	87%	5%	10%	0%	0%	0%	3%
Delivery		29%	0%	59%	87%	13%	10%	0%	0%	0%	3%
Material		0%	0%	100%	97%	0%	0%	0%	0%	0%	3%
Message		0%	0%	100%	97%	0%	0%	0%	0%	0%	3%

2015-2016

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		F 15	S16	F15	S16	F15	S16	F15	S16
BU 100	Business Plan Presentation	0%	42%	0%	39%	0%	19%	100%	0%

IS 240	Project Presentation	-	22%	%	74%	%	4%	%	0%
MK 200	Project Presentation	0%	35%	94%	59%	6%	3%	0%	3%
MG 300	Project Presentation	4%	41%	89%	59%	7%	0%	0%	0%

2014-2015

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		F 14	S15	F14	S15	F14	S15	F14	S15
MG 100	Business Plan presentation	-	-	58%	60%	42%	52%		-
IS 240	Project Presentation	-	35%	16%	13%	76%	48%	8%	5%
MK 300	Case Presentation	-	-	20%	14%	75%	80%	5%	6%
MG 300	Case Presentation								

2013-2014

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		F 13	S14	F13	S14	F13	S14	F13	S14
MG 100	Business Plan presentation	-	-	20%	28%	68%	59%	12%	10%
IS 240	Project Presentation	-	-	54%	-	43%	-	3%	-
MK 300	Case Presentation	4%	-	35%	22%	47%	74%	14%	4%
MG 300	Case Presentation								

**Tabor Core
Learning Goal #3
Global Perspectives Assessment Results**

2019-2020

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
BU 450	Business Plan								
Context		26%	N/A	70%	N/A	4%	N/A	0%	N/A
Attitudes		22%	63%	78%	38%	0%	0%	0%	0%
Application		22%	33%	78%	67%	0%	0%	0%	0%

2018-2019

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
BU 450	Business Plan								
Context									
Attitudes									

Application								
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2017-2018

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
BU 330	Business Plan								
Context			0%		100%		0%		0%
Attitudes			0%		70%		30%		0%
Application			0%		68%		32%		0%

2016-2017

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
BU 330	Business Plan								
Context		12%	8%	88%	92%	0%	0%	0%	0%
Attitudes		19%	8%	81%	92%	0%	0%	0%	0%

Application	12%	8%	88%	92%	0%	0%	0%	0%
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2015-2016

Course	Artifact	Mastery (% of students)	Proficient (% of students)	Developing (% of students)	Beginning (% of students)
BU 330	Business Plan	-	%	%	-

2014-2015

Course	Artifact	Mastery (% of students)	Proficient (% of students)	Developing (% of students)	Beginning (% of students)
MG 430	Business Plan	-	75%	25%	-

2013-2014

Course	Artifact	Mastery (% of students)	Proficient (% of students)	Developing (% of students)	Beginning (% of students)
MG 330	Business Plan				

**Tabor Core
Learning Goal #4
Teamwork Assessment Results**

2019-2020

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
ET 100	Business Plan								
Contributes									
Professional									
Conflict									
MK 200	Team Project								
Contributes		30%	0%	56%	77%	15%	26%	0%	0%
Professional		0%	0%	49%	29%	49%	74%	2%	0%
Conflict		0%	0%	16%	23%	49%	81%	34%	0%
BU 450	Business Plan								
Contributes		26%	63%	65%	33%	9%	4%	0%	0%
Professional		17%	50%	74%	46%	9%	4%	0%	0%

Conflict	30%	50%	57%	46%	13%	4%	0%	0%
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2018-2019

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
BU 100	Business Plan								
Contributes									
Professional									
Conflict									
MK 200	Team Project								
Contributes		0%		45%		41%		14%	
Professional		0%		54%		39%		4%	
Conflict		13%		36%		46%		4%	
BU 450	Business Plan								

Contributes								
Professional								
Conflict								

2017-2018

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
BU 100	Business Plan								
Contributes			0%		66%		25%		9%
Professional			0%		36%		55%		9%
Conflict			0%		30%		61%		9%
MG 300	Team Project								
Contributes		53%	44%	28%	26%	19%	22%	0%	7%
Professional		83%	44%	16%	44%	2%	7%	0%	4%
Conflict		33%	26%	38%	48%	29%	19%	0%	7%

BU 330	Business Plan								
Contributes		*	53%	*	45%	*	2%	*	0%
Professional		*	43%	*	49%	*	9%	*	0%
Conflict		*	26%	*	64%	*	11%	*	0%

* = Primary faculty member on sabbatical.

2016-2017

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
BU 100	Business Plan								
Contributes		0%	0%	39%	55%	47%	45%	14%	0%
Professional		0%	0%	10%	36%	64%	64%	26%	0%
Conflict		0%	0%	8%	36%	66%	64%	26%	0%
MG 300	Team Project								
Contributes		21%	45%	43%	39%	30%	16%	5%	0%

Professional	23%	29%	39%	23%	34%	45%	4%	3%
Conflict	16%	23%	50%	29%	27%	39%	7%	10%
BU 330 Business Plan								
Contributes	13%	8%	81%	92%	6%	0%	0%	0%
Professional	19%	8%	25%	92%	56%	0%	0%	0%
Conflict	13%	8%	31%	92%	56%	0%	0%	0%

2015-2016

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		F15	S16	F15	S16	F15	S16	F15	S16
BU 100	Business Plan	0%		0%		45%		55%	
MG 300	Team Project	0%	17%	74%	83%	26%	0%	0%	0%
BU 330	Business Plan	17%	9%	48%	77%	35%	14%	0%	0%

2014-2015

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		F14	S15	F14	S15	F14	S15	F14	S15
MG 100	Business Plan	-	-	67%	69%	33%	31%	-	-
MG 300	Team Project								
MG 330	Business Plan	14%	20%	66%	72%	20%	8%	-	-

2013-2014

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		F13	S14	F13	S14	F13	S14	F13	S14
MG 100	Business Plan	-	-	12%	28%	88%	62%	-	10%
MG 300	Team Project								
MG 330	Business Plan	-	20%	77%	72%	23%	8%	-	-

**Tabor Core
Tabor Learning Goal #5
Quantitative Reasoning Assessment Results**

2019-2020

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
AC 240	Exam problems										
	Problem Understood										
	Model										
	Calculation										
	Interpretation										
FI 340	Exam problems										
	Problem Understood	20%	52%	0%	10%	12%	7%	68%	31%	0%	0%
	Model	16%	62%	36%	14%	32%	17%	16%	7%	0%	0%
	Calculation	16%	55%	12%	17%	40%	14%	32%	14%	0%	0%

Interpretation		24%	57%	0%	0%	48%	36%	28%	7%	0%	0%
BU 450	Project/Case Analysis										
Problem Understood		52%	38%	39%	58%	9%	4%	0%	0%	0%	0%
Model		52%	38%	39%	58%	9%	4%	0%	0%	0%	0%
Calculation		48%	38%	52%	58%	0%	4%	0%	0%	0%	0%
Interpretation		45%	38%	55%	58%	0%	4%	0%	0%	0%	0%
IS 120	Reflection Paper										
Problem Understood		4%	31%	12%	36%	5%	31%	0%	0%	5%	3%
Model		4%	28%	8%	42%	8%	19%	1%	8%	5%	3%
Calculation		1%	25%	8%	36%	12%	28%	0%	8%	5%	3%
Interpretation		3%	42%	11%	28%	8%	28%	0%	0%	5%	3%

2018-2019

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring

AC 240	Exam problems										
Problem Understood											
Model											
Calculation											
Interpretation											
FI 340	Exam problems										
Problem Understood											
Model											
Calculation											
Interpretation											
BU 450	Project/Case Analysis										
Problem Understood											
Model											
Calculation											
Interpretation											
IS 120	Reflection Paper										

Problem Understood										
Model										
Calculation										
Interpretation										

IMPROVEMENT RESPONSE

Corrective action in FIN 340: preparing reviews for each chapter we do in the class, posting them on Moodle and, time permitting, going over them in class.

2017-2018

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
AC 240	Exam problems										
	Problem Understood	4%		88%		4%		4%		0%	
	Model	4%		88%		4%		4%		0%	
	Calculation	4%		88%		4%		4%		0%	
	Interpretation	4%		88%		4%		4%		0%	
MG 370	Exam problems										

Problem Understood		88%	81%	0%	19%	3%	0%	3%	0%	0%	0%
Model		68%	69%	20%	31%	3%	0%	3%	0%	0%	0%
Calculation		15%	63%	60%	38%	15%	0%	3%	0%	0%	0%
Interpretation		20%	75%	60%	25%	10%	0%	3%	0%	0%	0%
BU 450	Project/Case Analysis										
Problem Understood		43%		30%		26%		0%		0%	
Model		100%		0%		0%		0%		0%	
Calculation		0%		83%		17%		0%		0%	
Interpretation		13%		61%		26%		0%		0%	
IS 120	Reflection Paper										
Problem Understood		9%	11%	44%	35%	42%	19%	5%	0%	0%	5%
Model		3%	8%	25%	19%	64%	35%	8%	3%	0%	5%
Calculation		0%	11%	42%	22%	56%	30%	3%	3%	0%	5%
Interpretation		9%	14%	34%	30%	55%	19%	2%	3%	0%	5%

2016-2017

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
AC 240	Exam problems								
Problem Understood									
Model									
Calculation									
Interpretation									
MG 370	Exam problems								
Problem Understood		85%	81%	10%	19%	3%	0%	2%	0%
Model		48%	58%	38%	38%	12%	4%	2%	0%
Calculation		12%	19%	45%	77%	40%	4%	3%	0%
Interpretation		20%	42%	50%	50%	27%	8%	3%	0%
BU 450	Project/Case Analysis								
Problem Understood		0%		91%		9%		0%	
Model		0%		100%		0%		0%	

Calculation	0%		91%		9%		0%	
Interpretation	0%		87%		13%		0%	

2015-2016

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		F15	S16	F15	S16	F15	S16	F15	S16
AC 240	Exam problems								
MG 370	Exam problems	36%	41%	47%	44%	17%	11%	0%	4%
MG 450	Case analysis	10%		85%		5%		0%	

2014-2015

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		F14	S15	F14	S15	F14	S15	F14	S15
AC 240	Exam problems	-	-	-	-	30%		70%	
MG 370	Exam problems								
MG 450	Case analysis	-	24%		76%	-	-	-	-

2013-2014

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		F13	S14	F13	S14	F13	S14	F13	S14
AC 240	Exam problems	-	-	6%	34%	34%	56%	60%	10%
MG 370	Exam problems	39%	47%	45%	53%	16%	-	-	-
MG 450	Case analysis	-	21%	-	58%	-	21%	-	-

The Accounting Major

Students who complete a degree in Accounting will be able to perform an audit, develop a budget, assess financial risks and controls, prepare individual and corporate tax returns, use financial databases for decision-making, and respond to professional, ethical, and regulatory issues in accounting. Accounting students are strongly encouraged to pursue the designation of Certified Public Accountant (CPA), Certified Management Accountant (CMA), and/or the Certified Internal Auditor (CIA). Students wishing to pursue the CPA certification in the state of Illinois must complete 150 semester hours of college credit prior to sitting for the certification exam. Working with their advisors, students can choose an appropriate path for this requirement, including completing a fifth year while earning an MBA. Tabor also offers a CPA preparatory set of courses to prepare students for examinations as part of the senior year.

Performance Learning

Performance Learning initiatives for 3rd parties in the community could include preparing income tax returns (VITA), performing financial audits for local businesses, interning as financial accountants and/or managerial accountants as well as presenting accounting analysis for business clients.

Career Opportunities

Accounting graduates obtain employment as auditors, corporate accountants, consultants, tax accountants, business analysts, and public accountants.

Requirements for the Major

In addition to the core requirements, accounting majors must complete a minimum of 30 hours of accounting courses including AC 251, AC 252, AC 303, AC 331, AC 332, AC 411, AC 413, AC 421, AC 422, and AC 471.

The Tabor School of Business offers the Flexible Learning, (formerly PACE) delivery of the undergraduate accounting curriculum, an accelerated program of study leading to a Bachelor of Science Degree in Accounting. This Program offers the opportunity to complete a Bachelor of Science Degree in accelerated courses. The Flexible Accounting Program students have the same Tabor Core Requirements and Accounting Major requirements given above. However, BU100, BU111, and ET260 have been waived for students in this program.

Learning Goals for the Accounting Major

1. Knowledge Acquisition: Accounting graduates will develop competency in the functional areas of accounting.
2. Research Skills: Accounting graduates will develop the ability to utilize financial and other authoritative databases.
3. Ethics and Professional Responsibility: Accounting graduates will develop the ability to recognize and respond to professional, ethical and regulatory issues in accounting.

Courses where learning goals are assessed

	AC 251	AC 303	AC 331	AC 332	AC 411	AC 413	AC 422	PH 215
1: Knowledge Acquisition		X					X	
2: Research			x			x		
3: Ethics								X

**Accounting Major Learning Goal #1
Knowledge Acquisition Rubric**

Accounting graduates shall develop competency in the functional areas of accounting.

	Mastery 4	Proficient 3	Developing 2	Beginning 1
Objective 1.1: Exhibit an understanding of the content, concepts, structure, and meaning of external financial reporting for organizational operations, including the perceived informational need of financial decision makers	Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the intended audience.	Demonstrates adequate consideration of context, audience, and purpose that is responsive to the intended audience.	Demonstrates awareness of context, audience, and purpose that is responsive to the intended audience.	Demonstrates minimal attention to context, audience, and purpose that is responsive to the intended audience.
Objective 1.2: Demonstrate an appropriate mastery of the knowledge, skills, and tools of auditing and information systems.	Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the intended audience.	Demonstrates adequate consideration of context, audience, and purpose that is responsive to the intended audience.	Demonstrates awareness of context, audience, and purpose that is responsive to the intended audience.	Demonstrates minimal attention to context, audience, and purpose that is responsive to the intended audience.
Objective 1.3: Demonstrate an appropriate mastery of the knowledge, skills, and tools of federal income taxation.	Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the intended audience.	Demonstrates adequate consideration of context, audience, and purpose that is responsive to the intended audience.	Demonstrates awareness of context, audience, and purpose that is responsive to the intended audience.	Demonstrates minimal attention to context, audience, and purpose that is responsive to the intended audience.

**Accounting Major Learning Goal #2
Research Rubric**

Accounting graduates shall develop the ability to utilize financial and other authoritative databases.

	Mastery 4	Proficient 3	Developing 2	Beginning 1
Objective 2.1: Demonstrate competency in utilizing the FASB Accounting Codification System to search for authoritative answers to specific financial accounting issues	Demonstrates an advanced level of research skills through the number of sources cited and the proper citation methods of financial accounting.	Demonstrates an adequate level of research skills through the number of sources cited and the proper citation methods of financial accounting.	Demonstrates an awareness of research skills through the number of sources cited and the proper citation methods of financial accounting..	Demonstrates a minimal level of research skills through the number of sources cited and the proper citation methods of financial accounting.
Objective 2.2: Demonstrate the competency in utilizing tax resource databases to search for tax authority to answer specific federal income taxation questions.	Demonstrates an advanced level of research skills through the number of sources cited and the proper citation methods of income taxation.	Demonstrates an adequate level of research skills through the number of sources cited and the proper citation methods of income taxation.	Demonstrates an awareness of research skills through the number of sources cited and the proper citation methods of income taxation.	Demonstrates a minimal level of research skills through the number of sources cited and the proper citation methods of income taxation.

NEED TO REVISE

**Accounting Major Learning Goal #3
Ethical Reasoning Rubric**

	Mastery 4	Proficient 3	Developing 2	Beginning 1
Demonstrates Knowledge and Comprehension of Major Ethical Theories Applied in a Business Context	The work consistently demonstrates clear, accurate, detailed and comprehensive understanding of major ethical theories, as well as an excellent ability to apply these theories in a business context.	The work demonstrates an adequate understanding of the major ethical theories, as well as a solid ability to apply these theories in a business context.	The work demonstrates a minimal understanding of the major ethical theories, as well as a cursory ability to apply these theories in a business context.	The work demonstrates an inadequate understanding of the major ethical theories, as well as a limited ability to apply these theories in a business context.
Identifies alternative ethical approaches to business in a global climate	Identifies a broad range of alternative ethical approaches to business in a global climate.	Identifies a sufficient range of alternative ethical approaches to business in a global climate.	Identifies a limited range of alternative ethical approaches to business in a global climate.	Does not identify alternative ethical approaches to business in a global climate.
Identifies the ethical rationales for environmental sustainability in a business context	Identifies a broad range of ethical rationales for environmental sustainability in a business context.	Identifies a sufficient range of ethical rationales for environmental sustainability in a business context.	Identifies limited ethical rationales for environmental sustainability in a business context.	Does not identify the ethical rationales for environmental sustainability in a business context.
Identifies ethical issues related with the social responsibility of business	Identifies a broad range of ethical issues related with the social responsibility of business.	Identifies a sufficient range of ethical issues related with the social responsibility of business.	Identifies a limited range of ethical issues related with the social responsibility of business.	Does not identify ethical issues related with the social responsibility of business.
Applies ethical knowledge to novel and historical business related scenarios	Is able, with mastery, to clearly and effectively apply ethical knowledge to novel and historical business related scenarios.	Is able, satisfactorily, to clearly and effectively apply ethical knowledge to novel and historical business related scenarios.	Is able, in a limited way, to clearly and effectively apply ethical knowledge to novel and historical business related scenarios.	Is unable to clearly or effectively apply ethical knowledge to novel and historical business related scenarios
Demonstrates critical ethical reasoning in respect to business related issues	Demonstrates an excellent ability to engage in critical ethical reasoning in respect to business related issues	Demonstrates a sufficient ability to engage in critical ethical reasoning in respect to business related issues	Demonstrates a limited ability to engage in critical ethical reasoning in respect to business related issues	Does not demonstrate the ability to engage in critical ethical reasoning in respect to business related issues

Accounting graduates will develop the ability to recognize and respond to professional, ethical and regulatory issues in accounting

Accounting Major Assessment Results

2019-2020

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of Students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
Learning Goal 1: Knowledge Acquisition											
Objective 1.1 – External Financial Reporting											
AC 303	Select Exam Problems	X		X		X		X		X	
Objective 1.2 – Auditing & Information Systems											
AC 422		X		X		X		X		X	
Objective 1.3 – Federal Income Taxation											
AC 331	Select Exam Problems		X		X		X		X		X
AC 332	Select Exam Problems	X		X		X		X		X	
Learning Goal 2 : Research Skills											
AC 252											
Objective 2.1			X		X		X		X		X
Objective 2.2			X		X		X		X		X

Objective 2.3		X		X		X		X		X
Objective 2.4		X		X		X		X		X
Objective 2.5		X		X		X		X		X
Learning Goal 3: Ethics										
PH 215										
Knowledge	78%	76%	22%	20%	0%	0%	0%	0%	0%	4%
Approaches	70%	80%	17%	16%	13%	0%	0%	0%	0%	4%
Issues	70%	72%	30%	24%	0%	0%	0%	0%	0%	4%
Application	69%	72%	22%	24%	9%	0%	0%	0%	0%	4%
Reasoning	57%	72%	39%	20%	4%	4%	0%	0%	0%	4%

X = course not offered that term.

2018-2019

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of Students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
Learning Goal 1: Knowledge Acquisition											

Objective 1.1 – External Financial Reporting											
AC 303	Select Exam Problems	X		X		X		X		X	
Objective 1.2 – Auditing & Information Systems											
AC 422		X		X		X		X		X	
Objective 1.3 – Federal Income Taxation											
AC 331	Select Exam Problems		X		X		X		X		X
AC 332	Select Exam Problems	X		X		X		X		X	
Learning Goal 2 : Research Skills											
AC 252											
Objective 2.1		0%	X	0%	X	73%	X	27%	X	0%	X
Objective 2.2		0%	X	36%	X	45%	X	18%	X	0%	X
Objective 2.3		36%	X	36%	X	18%	X	9%	X	0%	X
Objective 2.4		18%	X	36%	X	36%	X	9%	X	0%	X
Objective 2.5		18%	X	36%	X	36%	X	9%	X	0%	X
Learning Goal 3: Ethics											
PH 215											
Knowledge		56%	57%	36%	43%	8%	0%	0%	0%	0%	0%

Approaches	64%	61%	32%	39%	4%	0%	0%	0%	0%	0%
Issues	64%	43%	36%	52%	0%	4%	0%	0%	0%	0%
Application	48%	57%	48%	35%	4%	9%	0%	0%	0%	0%
Reasoning	72%	61%	28%	39%	0%	0%	0%	0%	0%	0%

X = course not offered that term.

2017-2018

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of Students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
Learning Goal 1: Knowledge Acquisition											
Objective 1.1											

AC 251											
AC 303	Select Exam Problems		0%		86%		0%		14%		0%
AC 411	Managerial Case	9%	X	83%	X	9%	X	0%	X	0%	X
AC 413	Select Exam Problems		X		X		X		X		X
Objective 1.2											
AC 422		X	0%	X	93%	X	7%	X	0%	X	0%
Objective 1.3											
AC 331	Select Exam Problems	10%	X	40%	X	40%	X	10%	X	0%	X
AC 332	Select Exam Problems	X	0%	X	71%	X	29%	X	0%	X	0%
Learning Goal 2 : Research Skills											
Objective 2.1											
AC 303											
AC 413	Financial Case Sources	8%	X	25%	X	42%	X	25%	X	0%	X
Objective 2.2											
AC 331	Tax Case Sources	0%	X	10%	X	70%	X	20%	X	0%	X

Learning Goal 3: Written Communication											
AC 331	Tax Case	10%	X	70%	X	20%	X	0%	X	0%	X
AC 332	Tax Case	X	7%	X	79%	X	14%	X	0%	X	0%
AC 411	Managerial Case	9%	X	83%	X	9%	X	0%	X	0%	X
AC 413	Financial Case	0%	X	100%	X	0%	X	0%	X	0%	X
Learning Goal 4: Oral Communication											
AC 422											
Organization		X	76%	X	5%	X	0%	X	0%	X	19%
Language		X	67%	X	14%	X	0%	X	0%	X	19%
Delivery		X	67%	X	10%	X	5%	X	0%	X	19%
Material		X	76%	X	5%	X	0%	X	0%	X	19%
Message		X	76%	X	5%	X	0%	X	0%	X	19%
Learning Goal 5: Ethics											
PH 215											
Knowledge		48%	43%	48%	48%	4%	0%	0%	0%	0%	9%
Approaches		57%	52%	39%	35%	4%	4%	0%	0%	0%	9%

Issues	57%	35%	39%	52%	4%	4%	0%	0%	0%	9%
Application	48%	52%	43%	35%	9%	4%	0%	0%	0%	9%
Reasoning	48%	39%	52%	52%	0%	0%	0%	0%	0%	9%

X = course not offered that term.

2016-2017

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of Students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring		
Learning Goal 1: Knowledge Acquisition											
Objective 1.1											
AC 301											
AC 302	Select Exam Problems	X	0%	X	50%	X	38%	X	12%		
AC 411											
AC 413	Select Exam Problems	12%	X	69%	X	19%	X	0%	X		
Objective 1.2											
AC 422											
Objective 1.3											

AC 331	Select Exam Problems	25%	X	75%	X	25%	X	0%	X		
AC 332	Select Exam Problems	X	13%	X	50%	X	31%	X	6%		
Learning Goal 2 : Research Skills											
Objective 2.1											
AC 302	Financial Case Sources	X	0%	X	25%	X	75%	X	0%		
AC 413	Financial Case Sources	25%	X	63%	X	12%	X	0%	X		
Objective 2.2											
AC 331	Tax Case Sources	6%	X	25%	X	69%	X	0%	X		
Learning Goal 3: Written Communication											
AC 331		25%	X	75%	X	0%	X	0%	X		
AC 332		X		X		X		X			
AC 411		14%	X	96%	X	0%	X	0%	X		
AC 413		19%	X	81%	X	0%	X	0%	X		
Learning Goal 4: Oral Communication											
AC 422											
Organization											

Language										
Delivery										
Material										
Message										
Learning Goal 5: Ethics										
PH 215										
Knowledge										
Approaches										
Issues										
Application										
Reasoning										

X = Course not offered

2015-2016

Assessment Outcome		Mastery (% of students)	Proficient (% of students)	Developing (% of students)	Beginning (% of students)
Course	Artifact	Learning Goal 1: Knowledge Acquisition			
AC 301	Final exam questions	<i>0%</i>	<i>6%</i>	<i>50%</i>	<i>44%</i>

AC 301	Financial statement project directions	0%	13%	63%	25%
AC 302	Financial Statement Final	7%	7%	54%	31%
AC 331	Select exam questions	0%	58%	38%	4%
AC 413	Select exam questions	0%	84%	16%	0%
AC 422	Case Study	8%	54%	23%	15%
Learning Goal 2 : Research Skills					
AC 331	Sources for tax case	33%	42%	25%	0%
AC 413	Sources for financial case	42%	32%	26%	0%
AC 422	Case Study	8%	54%	23%	15%
AC 422	Research Paper	43%	21%	29%	7%
Learning Goal 3: Written Communication					
AC 331	Tax case write-up	17%	75%	8%	0%
AC 332	Tax Case Write up	%	%		
AC 413	Financial case write-up	21%	79%	0%	0%
Learning Goal 4: Oral Communication					
AC 331	Tax case	4%	92%	4%	0%
AC 413	Financial case	11%	79%	10%	0%
AC 460	Presentation	%	%	%	%
Learning Goal 5: Ethics					
PH 215	Case Analysis			-	-

The Business Management Major

The success of any organization is based on its ability to recognize the ever changing environment and the needs of its customers then have the ability to quickly respond to those changes. In this major students will have the opportunity to select a concentration in Human Resource Management or Supply Chain and Logistics Management.

The focus of the Human Resource Management concentration is to provide the knowledge and opportunity to demonstrate the skills involved in organizational change, training and development and in compensation practices in order to acquire, develop, and improve the human capital of an organization. Students will learn how to define, plan and organize a project that increases the probability of success by reducing the risk. In addition, the students will learn the managerial skills necessary to acquire, organize, develop, and lead a workforce to achieve the anticipated outcomes.

The focus of the Supply Chain and Logistics Management concentration is to provide the skills to identify, develop, use and modify the various organizational processes that describe how products and services are created or delivered. This concentration provides a student with the tools to manage the conversion of materials and to use talent within an organization and its supply chain to create and deliver a quality product or service. Students will understand the framework of improving their supply chain through the concepts of six sigma and recognized quality management systems. Students will learn how to define, plan and organize a project that increases the probability of success by reducing the risk. In addition, the student will learn the managerial skills necessary to acquire, organize, develop and lead a workforce to achieve the anticipated outcomes.

Performance Learning

Performance Learning initiatives for external parties in the community could include developing a staffing plan, designing and delivering training modules, planning projects and events, flowcharting and designing of business processes, and developing and documenting quality management systems.

Career Opportunities

Business Management graduates obtain entry level jobs such as Human Resources Coordinator, Training and Development Coordinator, Process Engineer Project Coordinator/Leader, Project Management Administrator, Business Process Analyst, Supply Chain Specialist/Coordinator Quality Assurance Analyst, Logistics Coordinator/Specialist, Procurement Associate, or Production/Service Supervisor. These jobs can be found in a wide range of industries including healthcare, retail, professional services and manufacturing.

Requirements for the Management Major

In addition to the business core courses, students will be required to complete 27 semester hours of the courses defined below.

Management Core Courses (18 credits):

BU325. Not-for-profit Leadership & Governance (3)

MG340. Human Resource Management (3)

MG370 Operations Management (3)

IB330 International Business (3)

MG471. Management Internship (3)

Elective Course (3 credits)

Any 3-credit 300/400level Tabor course beyond the business core.

Human Resource Management Concentration (9 credits):

MG342. Training & Technology Applications in Organizations (3)

MG345. Leading Organizational Change (3)

MG355. Employee Staffing & Compensation (3)

Supply Chain and Logistics Management Concentration (9 credits):

MG372. Process Improvement (3)

MG377. Logistics and Supply Chain (3)

MG375. Project Management (3)

A Grade of C+ or higher is required in the following course:

MG471. Management Internship (3)

Learning Goals for the Management Major

All:

1. Define, identify, and document business processes.
2. Describe managerial skills needed to acquire, motivate and retain talent.

Human Resource Management Concentration

3. Demonstrate training and development best practices to develop human capital.
4. Identify best practices in employee staffing and compensation.

Supply Chain and Logistics Management Concentration

5. Recognize the steps in planning using the Project Management framework.

- 6. Demonstrate how to use Six Sigma techniques to improve processes.
- 7. Identify best practices in supply chain and logistics management.

Courses where learning goals are assessed with Benchmarks

	MG 340	MG 342	MG 355	MG 372	MG 377	MG 375	MG 481	MG 471
1: Business Processes							X [70% Proficiency or higher]	
2: Talent Management (6)	X [70% Proficiency or higher]							
3: Training & Development		X [70% Proficiency or higher]						
4: Staffing & Compensation			X [70% Proficiency or higher]					

5: Project Management						X [70% Proficiency or higher]		
6: Six Sigma (2)				X [70% Proficiency or higher]				
7: Supply Chain & Logistics (3)					X [70% Proficiency or higher]			

IMPROVEMENT RESPONSE

Benchmarks have been set for each learning goal.

Management Major Learning Goal #1
Learn how to develop and document business processes.

Attributes	Beginning	Developing	Proficient	Mastered
Evidence Problem is understood	Identifies only a few of the relevant factors in defining the problem.	Identifies most of the relevant factors and has a basic understanding of the impact on their problem.	Identifies all of the primary relevant factors and has a solid understanding of the impact on their problem.	Identifies all of the primary and most of the secondary factors and has a thorough understanding of their impact on the problem.
Developing an approach to solve the problem	A coherent plan to solving the problem is not apparent.	A marginal plan is identified but is not followed	An adequate plan is defined and is followed to solve the problem	A clear and concise plan to solve the problem is identified, with alternative strategies, and follows the plan to solve problem.
Identifying, collecting and analyzing information	Information collected is minimal and analysis is superficial	Information collected is thorough for few factors and analysis is marginal	Information collected is thorough for most factors and analysis is acceptable	Information collected is thorough for all relevant factors and analysis is in-depth
Development of options and impact on process	Options cited are limited with minimal explanation; no discussion on impact on process	Multiple options are cited but discussion on impact on process is marginal	Multiple options are cited with a discussion of impact on several aspects of the process; explanation is adequate	Multiple options are cited; discussion on impact on the process is thorough.
Communicate Option recommendation	Criteria and rationale for recommendation is minimal and/or superficial	Criteria for selection are stated but does not fully differentiate the options.	Criteria for selection are clear; method used for selection is adequate	Criteria is well explained; selection method clearly differentiates the selected option
Analysis of Client response	Does not show a clear understanding of Client comments	Demonstrates an understanding of how the client viewed the recommendation; no identified actions	Demonstrates an understanding of how the client viewed the recommendation and cites a plan to incorporate any comments.	Demonstrates a thorough understanding of how the client viewed the recommendation; included an alternative recommendation that incorporated the client's comments.

Management Learning Goal #2

Talent Management Rubric

Learn managerial skills of how to acquire, motivate and retain talent.

Attributes		Beginning	Developing	Proficient	Mastered
Evidence Problem is understood	Key Characteristics	Identifies only a few of the key characteristics in defining the job.	Identifies a sufficient number of the key characteristics in defining the job, does not provide sources.	Identifies a sufficient number of the key characteristics in defining the job, provides some sources.	Identifies a thorough number of the key characteristics in defining the job, provides a thorough documentation on sources.
Developing an approach to solve the problem	Prioritizing & Weighing factor	A coherent plan on prioritizing and weighing the characteristics is not apparent.	A coherent plan on prioritizing and weighing the characteristics meets minimum expectations, no real rationale as to why.	A coherent plan on prioritizing and weighing the characteristics meets expectations but the rationale needs work.	A coherent plan on prioritizing and weighing the characteristics is thorough and the rationale is well documented.
Identifying, collecting and analyzing information	Interview sheet	The interview sheet does leaves out many of the major requirements; no clear method of evaluating	The interview sheet covers most of the major requirements; method of evaluating needs some work.	The interview sheet covers most of the major requirements; method of evaluating is clear.	The interview sheet covers all the major requirements; method of evaluating is thorough and clear.
Communicate analysis	Thoroughness of written document	Written document is incomplete	Written document covers the main points.	Written documents cover the majority of the relevant points in a clear manner	Written documents cover all of the relevant points in a well-organized and clear manner
Analysis of Client response	Interview evaluation response	Does not show a clear understanding of providing feedback.	Demonstrates an understanding of how the interviewer meet the job; no comments on how the interviewee could improve.	Demonstrates an understanding of how the interviewer meets the job requirements and cites some comments on how the interviewee could improve.	Demonstrates an understanding of how the interviewer meets the job requirements and provides a thorough set of comments on how the interviewee could improve.

Management Learning Goal #3

Training & Development Rubric

Demonstrate training and development best practices to develop human capital.

Attributes		Beginning	Developing	Proficient	Mastered
Identify factors in choosing and demonstrating appropriate channels/tools for effective communication.	Describe the tools and channels for effective Communication.	Explain channels and tools for effective communication	Summarize and apply the appropriate channels of effective learning	Discriminate between use of various channels and tool for a variety of applications.	Propose appropriate use of tools and channels for effective communication to solve a problem or meet a specific need.
Practice meeting facilitation using cutting-edge communication technologies.	Recall the major goals of a facilitation process.	Contrast effective facilitation vs ineffective facilitation.	Construct a facilitation including identifying the technologies most appropriate for the need.	Develop a system of evaluation to measure the success of a facilitation.	Create a facilitation process in response to a business problem presented.
Explain the role of communication in training.	Describe the connection between communication and training.	Give examples of training elements based upon the type of communication in use.	Simulate effective communication in a training setting.	Plan a training session based upon use of effective means of communication	Present a training proposal explaining the choice of methods according to communication theory.
Explain the role of technology in training.	Identify and describe multiple types of technology used in training.	Convert training methods without technology to training methods making full use of technology.	Compare outcomes between training enhanced with technology and training not using technology	Select technology and tools for a training in order to connect with participants of various learning styles.	Deliver a training module via use of electronic audio and video technology.
Describe the training process.	Describe the difference between andragogy and pedagogy	Illustrate Andragogical training applications	Critique a training presentation based upon best practice for adult learners.	Develop a training proposal in which you must justify adoption of a different Learning Management system.	Develop and Conduct a training module in collaboration with a partner.
Discuss training theories and how they inform training practices.	Describe training theories including but not limited to andragogy and pedagogy.	Associate a specific training theory with 2-3 different training tools.	Differentiate between various training methodologies in selection of appropriate tools.	Persuade a manager to adopt a new approach to training by connecting theories with desired outcomes.	Review the video recording of training and provide feedback on ways theories were in evidence.
Design, implement and evaluate a training module.	Explain the concept of conducting a needs analysis for training	Conduct a needs analysis for training in an organization.	Develop a training proposal for an organization	Build a training module based upon needs analysis and agreement with the client.	Deliver the training module developed.

Management Learning Goal #4

Staffing & Compensation Rubric

Identify best practices in employee staffing and compensation.

Attribute	Beginning	Developing	Proficient	Mastered
Recommend how to develop successful staffing and compensation policies.	Explain the concepts of strategic staffing and strategic compensation.	Construct basic staffing and compensation plans.	Evaluate existing staffing and compensation plans against concepts of strategic staffing and compensation	Develop a plan for redevelopment of staffing and compensations plans for an existing business to implement a more strategic view of those organizational attributes.
Recognize best practice compensation models	Describe the concept of compensation models that align with the values and strategy.	Demonstrate knowledge, skills, and abilities beneficial to being a well-prepared compensation professional.	Calculate the costs associated with salary structure in a total rewards context.	Assemble a total compensation framework for an organization including base salary, variable compensation, non-monetary benefits.
Create an effective staffing plan;	Identify the importance of forecasting as a key element of developing an effective plan.	Develop a sample staffing plan including sourcing, recruiting, assessing candidates.	Summarize the importance of measurement to development and maintenance of an effective staffing plan.	Produce a sample staffing plan including all stages in the process including processes for developing metrics.
Define appropriate negotiation strategies.	Explain the basic elements of negotiation in the process of choosing and hiring candidates.	Outline the factors that affect the content of job offers.	Consider negotiable job offer elements and develop a scenario for what would happen in each.	Role play a job offer negotiation making use of all of the tips for this process.
Identify the legal issues involved in staffing and compensation.	Give examples of the types of employment relationships and laws and regulations affecting staffing.	Illustrate the bases for employment lawsuits with real life cases.	Summarize the federal laws that impact staffing.	Produce an operational plan for avoiding and/or responding to legal issues in Staffing and Compensation.

Management Learning Goal #5

Project Management Rubric

Learn how to plan using the Project management framework.

Trait	Beginning (1)	Developing (2)	Proficient (3)	Mastery (4)	Score
Defines Project Requirements	The discussion of the project requirements does not include one or more of the following requirements or the discussion is unclear. Project definition, deliverables, milestones, estimated completion time, estimated costs, project limits, Technical requirements and Review cycle	Provides a basic understanding of the project requirements using less than professional language and poor organization. The requirements include Project definition, deliverables, milestones, estimated completion time, estimated costs, project limits, Technical requirements and Review cycle.	Provides a basic understanding of the project requirements using professional language and organization. The requirements include Project definition, deliverables, milestones, estimated completion time, estimated costs, project limits, Technical requirements and Review cycle.	Provides a thorough understanding of the project requirements using professional language and organization. The requirements include Project definition, deliverables, milestones, estimated completion time, estimated costs, project limits, Technical requirements and Review cycle.	
Describes Deliverables	The Work Breakdown Structure is not complete or is minimal. The list of descriptions is unclear or missing.	The Work Breakdown Structure is complete. The list of descriptions uses less than professional language	The Work Breakdown Structure is complete. The list of descriptions professional language.	A Work Breakdown Structure is well designed and thorough. The list of descriptions use professional language.	
Develops clear Organization structure	The organizational chart is incomplete or unclear. The descriptions of responsibilities and/or the document skills of the personnel that will fill the positions are incomplete or missing.	The organizational chart is provided with an adequate description of responsibilities and the document skills of the personnel that will fill the positions using less than professional language and organization	The organizational chart is provided with an adequate description of responsibilities and the document skills of the personnel that will fill the positions using professional language and organization.	A well designed organizational chart is provided with a description of responsibilities and the document skills of the personnel that will fill the positions using professional language and organization.	

Describes events, deliverables and resources	Work packages are not developed for each deliverable. The numbering is incorrect, the descriptions are not adequate.	Work packages are developed for each deliverable. The numbering is correct, the descriptions are using less than professional language.	Work packages are developed for each deliverable. The numbering is correct, the descriptions are using professional language.	Work packages are developed for each deliverable. The numbering is correct, the descriptions are well written using professional language and there is a clear logical flow to the activities and resources.	
Demonstrate ability to graphically link resources and deliverables on a timeline	One or more of the following are not completed correctly. The work packages are incorporated into MS Project and properly linked to events and resources. The appropriate timeline is set and all time and resource conflicts are removed.	The work packages are incorporated into MS Project and properly linked to events and resources. The appropriate timeline is set and most all time and resource conflicts are removed.	The work packages are incorporated into MS Project and properly linked to events and resources. The appropriate timeline is set and all time and resource conflicts are removed with changes to the budget or time requirements	The work packages are incorporated into MS Project and properly linked to events and resources. The appropriate timeline is set and all time and resource conflicts are removed without change to the budget or time requirements	
Describe project progress via reports	A report is developed but does not adequately discuss the metrics of time and costs; (CPI, SPI, PCIB, PCIC, TCPI, EAC, VAC) or cannot define an estimated completion time and costs	A report is developed that discusses the metrics of time and costs; (CPI, SPI, PCIB, PCIC, TCPI, EAC, VAC) and can define an estimated completion time and costs.	A report is developed that adequately discusses the metrics of time and costs; (CPI, SPI, PCIB, PCIC, TCPI, EAC, VAC) and can define not only the estimated completion time and costs but also provides a recommended recovery plan	A well written and organized report is developed that discusses the metrics of time and costs; (CPI, SPI, PCIB, PCIC, TCPI, EAC, VAC) and can define not only the estimated completion time and costs but also provides a recommended recovery plan	

<p>Teamwork</p>	<p>Sometimes is quick to judge before seeking understanding and clarity from others.</p> <p>Is not always courteous, conscientious, and/or discreet with team members, but is with the team.</p> <p>Does not listen and respond to team members with follow up questions or responses.</p> <p>Business manners, language, and possibly dress need practice and polish.</p>	<p>Most of the time, seeks understanding and clarity from others before judging.</p> <p>With a good communication style, allows team members to express their thoughts and ideas with diplomacy and tact.</p> <p>Actively listens and responds to team members with follow up questions or responses.</p> <p>Uses appropriate business manners, language, and dresses appropriately when dealing with team.</p>	<p>Consistently seeks understanding and clarity from others before judging.</p> <p>With a very good communication style, allows team members to express their thoughts and ideas with diplomacy and tact.</p> <p>Asks other team members for their input and ideas during team discussions and meetings.</p> <p>Uses appropriate business manners, language, and dresses appropriately when dealing with team.</p>	<p>Consistently makes others feel comfortable in their contributions by seeking understanding before judging.</p> <p>With excellent communication style, acknowledges team members' questions and ideas by actively listening without interrupting and by responding with diplomacy and tact.</p> <p>Ensures that other team members provide input and ideas during team discussions and meetings.</p> <p>Consistently uses appropriate business manners, language, and dresses appropriately when dealing with team.</p>	
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Management Major Learning Goal #6

Project Improvement Rubric

Learn how to use Six Sigma techniques to improve processes.

Attributes	Beginning	Developing	Proficient	Mastered
Evidence Problem is understood	Identifies only a few of the relevant factors in defining the problem.	Identifies most of the relevant factors and has a basic understanding of the impact on their problem.	Identifies all of the primary relevant factors and has a solid understanding of the impact on their problem.	Identifies all of the primary and most of the secondary factors and has a thorough understanding of their impact on the problem.
Developing an approach to solve the problem	A coherent plan to solving the problem is not apparent.	A marginal plan is identified but is not followed	An adequate plan is defined and is followed to solve the problem	A clear and concise plan to solve the problem is identified, with alternative strategies, and follows the plan to solve problem.
Identifying, collecting and analyzing information	Information collected is minimal and analysis is superficial	Information collected is thorough for few factors and analysis is marginal	Information collected is thorough for most factors and analysis is acceptable	Information collected is thorough for all relevant factors and analysis is in-depth
Development of options	Options cited are limited with minimal explanation	Multiple options are cited but have a single stakeholder needs; explanation is marginal	Multiple options are cited with a focus on several stakeholder needs; explanation is adequate	Multiple options are cited that focus on multiple stakeholder needs; explanation is in depth.
Communicate Option recommendation	Criteria and rationale for recommendation is minimal and/or superficial	Criteria for selection are stated but does not fully differentiate the options.	Criteria for selection are clear; method used for selection is adequate	Criteria is well explained; selection method clearly differentiates the selected option
Process Improvement and Six Sigma Techniques	Does not show a clear understanding of Process improvement and Six Sigma.	Demonstrates a knowledge of the basic Process Improvement and six sigma.	Demonstrates a working knowledge of process improvement and six sigma.	Demonstrates an in depth understanding of process improvement and six sigma.

Management Major Learning Goal #7
Logistics Rubric
 Learn supply chain and logistics management.

Attributes	Beginning	Developing	Proficient	Mastered
Evidence Problem is understood	Identifies only a few of the relevant factors in defining the problem.	Identifies most of the relevant factors and has a basic understanding of the impact on their problem.	Identifies all of the primary relevant factors and has a solid understanding of the impact on their problem.	Identifies all of the primary and most of the secondary factors and has a thorough understanding of their impact on the problem.
Developing an approach to solve the problem	A coherent plan to solving the problem is not apparent.	A marginal plan is identified but is not followed	An adequate plan is defined and is followed to solve the problem	A clear and concise plan to solve the problem is identified, with alternative strategies, and follows the plan to solve problem.
Identifying, collecting and analyzing information	Information collected is minimal and analysis is superficial	Information collected is thorough for few factors and analysis is marginal	Information collected is thorough for most factors and analysis is acceptable	Information collected is thorough for all relevant factors and analysis is in-depth
Development of options	Options cited are limited with minimal explanation	Multiple options are cited but have a single stakeholder needs; explanation is marginal	Multiple options are cited with a focus on several stakeholder needs; explanation is adequate	Multiple options are cited that focus on multiple stakeholder needs; explanation is in depth.
Communicate Option recommendation	Criteria and rationale for recommendation is minimal and/or superficial	Criteria for selection are stated but does not fully differentiate the options.	Criteria for selection are clear; method used for selection is adequate	Criteria is well explained; selection method clearly differentiates the selected option
Logistics and Supply Chain	Does not show a clear understanding of logistics and supply chain principles	Demonstrates a knowledge of the basic supply chain and logistics principles.	Demonstrates a working knowledge of supply chain and logistics principles	Demonstrates an in depth understanding of supply chain and logistics principles

**Management Major
Assessment Results**

2019-2020

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of Students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
MG 481	Final Project	Learning Goal #1 – Business Processes									
	Problem Understood	X	X	X	X	X	X	X	X	X	X
	Problem Approach	X	X	X	X	X	X	X	X	X	X
	Information	X	X	X	X	X	X	X	X	X	X
	Options	X	X	X	X	X	X	X	X	X	X
	Communication	X	X	X	X	X	X	X	X	X	X
	Analysis	X	X	X	X	X	X	X	X	X	X
MG 340	Final Project	Learning Goal #2 – Talent Management									
	Problem Understood	X		X		X		X		X	
	Problem Approach	X		X		X		X		X	
	Information	X		X		X		X		X	

Communicate	X		X		X		X		X		
Analysis	X		X		X		X		X		
MG 342	TBD	Learning Goal #3 – Training & Development									
		X		X		X		X		X	
MG 355	TBD	Learning Goal #4 – Staffing & Compensation									
		X		X		X		X		X	
MG 375	Final Project	Learning Goal #5 – Project Management									
Project Requirements		X	33%	X	67%	X	0%	X	0%	X	0%
Deliverables		X	37%	X	52%	X	11%	X	0%	X	0%
Org Structure		X	37%	X	63%	X	0%	X	0%	X	0%
Work Packages		X	33%	X	67%	X	0%	X	0%	X	0%
MS Project		X	37%	X	48%	X	15%	X	0%	X	0%
Reports		X	37%	X	59%	X	4%	X	0%	X	0%
Teamwork		X	37%	X	59%	X	4%	X	0%	X	0%
		Learning Goal #6 – Six Sigma									
MG 372	Final Project										
Problem Understood		X	19%	X	74%	X	7%	X	0%	X	0%

Problem Approach		X	19%	X	74%	X	7%	X	0%	X	0%
Information		X	19%	X	74%	X	7%	X	0%	X	0%
Options		X	19%	X	74%	X	7%	X	0%	X	0%
Recommendations		X	19%	X	74%	X	7%	X	0%	X	0%
Techniques		X	19%	X	74%	X	7%	X	0%	X	0%
MG 377	Final Project	Learning Goal #7 – Supply Chain & Logistics									
Problem Understood		*	X	*	X	*	X	*	X	*	X
Problem Approach		*	X	*	X	*	X	*	X	*	X
Information		*	X	*	X	*	X	*	X	*	X
Options		*	X	*	X	*	X	*	X	*	X
Recommendations		*	X	*	X	*	X	*	X	*	X
Principles		*	X	*	X	*	X	*	X	*	X

X = Course not offered that term.

2018-2019

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of Students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
MG 481	Final Project	Learning Goal #1 – Business Processes									

Problem Understood	X	X	X	X	X	X	X	X	X	X
Problem Approach	X	X	X	X	X	X	X	X	X	X
Information	X	X	X	X	X	X	X	X	X	X
Options	X	X	X	X	X	X	X	X	X	X
Communication	X	X	X	X	X	X	X	X	X	X
Analysis	X	X	X	X	X	X	X	X	X	X
MG 340	Final Project	Learning Goal #2 – Talent Management								
Problem Understood	X		X		X		X		X	
Problem Approach	X		X		X		X		X	
Information	X		X		X		X		X	
Communicate	X		X		X		X		X	
Analysis	X		X		X		X		X	
MG 342	TBD	Learning Goal #3 – Training & Development								
		X	X	X	X	X	X	X	X	X
MG 355	TBD	Learning Goal #4 – Staffing & Compensation								
		X	X	X	X	X	X	X	X	X

MG 375	Final Project	Learning Goal #5 – Project Management									
Project Requirements		X		X		X		X		X	
Deliverables		X		X		X		X		X	
Org Structure		X		X		X		X		X	
Work Packages		X		X		X		X		X	
MS Project		X		X		X		X		X	
Reports		X		X		X		X		X	
Teamwork		X		X		X		X		X	
		Learning Goal #6 – Six Sigma									
MG 372	Final Project										
Problem Understood		X		X		X		X		X	
Problem Approach		X		X		X		X		X	
Information		X		X		X		X		X	
Options		X		X		X		X		X	
Recommendations		X		X		X		X		X	
Techniques		X		X		X		X		X	
MG 377	Final Project	Learning Goal #7 – Supply Chain & Logistics									
Problem Understood		*	X	*	X	*	X	*	X	*	X

Problem Approach	*	X	*	X	*	X	*	X	*	X
Information	*	X	*	X	*	X	*	X	*	X
Options	*	X	*	X	*	X	*	X	*	X
Recommendations	*	X	*	X	*	X	*	X	*	X
Principles	*	X	*	X	*	X	*	X	*	X

X = Course not offered that term.

2017-2018

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of Students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
MG 481	Final Project	Learning Goal #1									
Problem Understood											
Problem Approach											
Information											
Options											
Communication											
Analysis											

MG 372	Final Project	Learning Goal #2									
Problem Understood		X	0%	X	0%	X	0%	X	0%	X	100%
Problem Approach		X	52%	X	42%	X	6%	X	0%	X	0%
Information		X	48%	X	45%	X	6%	X	0%	X	0%
Options		X	48%	X	45%	X	6%	X	0%	X	0%
Communication		X	48%	X	42%	X	10%	X	0%	X	0%
Techniques		X	61%	X	32%	X	6%	X	0%	X	0%
		Learning Goal #3									
MG 377	Final Project										
Problem Understood		91%	X	9%	X	0%	X	0%	X	0%	X
Problem Approach		87%	X	13%	X	0%	X	0%	X	0%	X
Data Collection		48%	X	52%	X	0%	X	0%	X	0%	X
Options		57%	X	43%	X	0%	X	0%	X	0%	X
Communication		57%	X	43%	X	0%	X	0%	X	0%	X
Understanding L & SC		26%	X	74%	X	0%	X	0%	X	0%	X
MG 471	Final Project Paper	Learning Goal #4									
		*	40%	*	60%	*	0%	*	0%	*	0%

MG 375	Final Project	Learning Goal #5									
Project Requirements	X	28%	X	12%	X	8%	X	0%	X	0%	
Deliverables	X	20%	X	20%	X	8%	X	0%	X	0%	
Org Structure	X	20%	X	20%	X	8%	X	0%	X	0%	
Work Packages	X	20%	X	20%	X	8%	X	0%	X	0%	
MS Project	X	16%	X	24%	X	8%	X	0%	X	0%	
Reports	X	16%	X	24%	X	8%	X	0%	X	0%	
Teamwork	X	16%	X	24%	X	8%	X	0%	X	0%	
		Learning Goal #6									
MG 340		X		X		X		X			

X = Course not offered that term.

* = Primary faculty member on maternity leave.

2016-2017

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)			
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring		
MG 481	Final Project	Learning Goal #1									

Problem Understood		83%	X	17%	X	0%	X	0%	X
Problem Approach		75%	X	25%	X	0%	X	0%	X
Information		67%	X	33%	X	0%	X	0%	X
Options		50%	X	50%	X	0%	X	0%	X
Communication		58%	X	42%	X	0%	X	0%	X
Analysis		67%	X	33%	X	0%	X	0%	X
MG 372	Final Project	Learning Goal #2							
Problem Understood		88%	76%	12%	24%	0%	0%	0%	0%
Problem Approach		52%	38%	48%	43%	0%	19%	0%	0%
Information		40%	52%	60%	5%	0%	43%	0%	0%
Options		44%	33%	56%	24%	0%	43%	0%	0%
Communication		32%	33%	56%	24%	12%	43%	0%	0%
Techniques		40%	33%	60%	24%	0%	43%	0%	0%
		Learning Goal #3							
MG 377	Final Project								
		Learning Goal #4							

MG 471	Final Project Paper								
MG 375	Final Project	Learning Goal #5							
Project Requirements			62%		38%		0%		0%
Deliverables			62%		38%		0%		0%
Org Structure			62%		38%		0%		0%
Work Packages			48%		34%		17%		0%
MS Project			62%		21%		17%		0%
Reports			28%		41%		17%		14%
Teamwork			48%		31%		21%		0%
		Learning Goal #6							
MG 340									

2015-2016

Assessment Outcome	Mastery (% of students)	Proficient (% of students)	Developing (% of students)	Beginning (% of students)
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Course	Artifact				
Learning Goal #1					
MG 481 (Fall 2015)	Final Project	79%	14%	7%	0%
Learning Goal #2					
MG 372	Final Project	40%	52%	8%	0%
Learning Goal #3					
MG 377	Final Project	0%	67%	9%	24%
Learning Goal #4					
MG 471	Final Project Paper	Was not conducted due to change in faculty			
Learning Goal #5					
MG 375	Final Project	35%	54%	11%	0%
Learning Goal #6					
MG 340	Was not conducted due to change in faculty				

The Digital Media Marketing Major

Students who complete a degree in Digital Media Marketing will be self-directed team players who show initiative and accept responsibility of their work in digital media marketing. The work could include writing and posting blogs, creating press releases, proofing and editing, tracking metrics, and maintaining business digital media platforms like LinkedIn, Facebook, Twitter, YouTube, Pinterest and Instagram.

Requirements for the Marketing Major:

The Marketing Major consists of 21 credits: a Marketing core (15 credits) and a student-selected elective courses (6 credits):

Marketing Core (Required courses):

- MK308. Consumer Behavior & Analytics (3)
- MK365. Brand Loyalty through Digital Media (3-4)
- MK442. Digital Media Marketing Strategy & Analysis (3)
- MK471. In Field Internship (3)
- ET390. Student-run Venture Experience (3)*

*ET390 is cross listed with AR390 Blue Connection, MC390 First Step Records, and TH390 Pipe Dreams Studio Theatre.

Elective Courses (choose 3-6 credits)

Any 3-credit 300/400 level Tabor course beyond the business core.

Suggested electives include:

- MK307 IMC Campaigns (3)
- MK310 Personal Selling & Sales Management (3)
- MK330 Event Planning (3)

Elective Courses (choose 0-3 credits from the following interdisciplinary electives)

- AR201. Computer Art & Design Orientation (3)
- CO107. Argument & Social Issues (3)
- CO251. Introduction to Public Relations (3)
- CO351. Special Topics in Writing (3)
- CO360. Seminar in Communication (3) **
- CO456. Applications in Public Relations (3)
- EN270. Computer Aided Publishing (3)
- EN305. Web Publishing (3)
- EN400. Sports Marketing (3)

** with permission of Digital Media Marketing coordinator

Learning Goals for Digital Media Marketing Majors

1. Students will design, implement and analyze a digital media marketing campaign.
2. Students will measure the impact of digital media marketing efforts.
3. Students will understand the strategic implication of digital media marketing efforts and recommend alterations to fit designated objectives.
4. Students will build a portfolio of practical experience in the field.

Courses Where Learning Goals Are Assessed with Benchmarks

Learning Goals	Required Courses		
	MK363	MK 308	MK442
Learning Goal 1--Campaign design & implementation	✓ [70% at Proficiency or higher]		
Learning Goal 2--Campaign measurement		✓ [70% at Proficiency or higher]	
Learning Goal 3--Campaign analysis & iteration			✓ [80% at Proficiency or higher]
Learning Goal 4--Portfolio of experience			✓ [80% at Proficiency or higher]

Digital Media Marketing Major Learning Goal#1
Effectively Design & Implement DMM Campaign Rubric
Students will design and implement a campaign to effectively meet client needs.

Attributes	Mastered 4	Proficient 3	Developing 2	Beginning 1
Effective Campaign Design	<input type="checkbox"/> Multiple creative projects designed where all seem grouped by theme, and the theme addresses the client needs	<input type="checkbox"/> Multiple creative projects designed where all seem grouped by a single theme, but the client needs are still unaddressed	<input type="checkbox"/> Multiple creative projects designed where at least two seem grouped by a single theme, but the client needs are still unaddressed	<input type="checkbox"/> Multiple creative projects designed where all seem grouped by a single theme, but the client needs are still unaddressed
Effective Implementation	<input type="checkbox"/> Production of creative projects is completed in a manner with campaign specific placement that addresses the client needs	<input type="checkbox"/> Production of creative projects is completed without error but either campaign specific placement is missing or connection to client needs is missing	<input type="checkbox"/> Production of creative projects is completed without error but placement seems to be without overarching campaign theme or connection to client needs	<input type="checkbox"/> Production of creative projects (blog posts, infographics, etc.) but production is incomplete (error messages, etc.)

Digital Media Marketing Major Learning Goal#2
DMM Campaign Impact Measurement Rubric

*DMM campaigns are designed to meet specific, quantifiable, time-bound objectives for a client.
 Students should be able to report accurate measures of the impact, or ability to meet objectives, of a campaign.*

Attributes	Mastered 4	Proficient 3	Developing 2	Be
Accurate measure of specific objectives	<input type="checkbox"/> Report states specific objectives and reports measures related to objectives.	<input type="checkbox"/> Report states specific objectives but reports measures unrelated to objectives.	<input type="checkbox"/> Report states specific objectives but fails to include measurement.	Report st that are va
Accurate measure of quantifiable objectives	<input type="checkbox"/> Report states quantifiable objectives and reports measures related to objectives.	<input type="checkbox"/> Report states quantifiable objectives but reports measures unrelated to objectives.	<input type="checkbox"/> Report states quantifiable objectives but fails to include measurement.	Report st that can't
Accurate measure of time-bound objectives	<input type="checkbox"/> Report states timebound objectives and complete tasks in that time frame.	<input type="checkbox"/> Report states timebound objectives but fails to complete tasks in that time frame.	<input type="checkbox"/> Report states timebound objectives but fails to indicate if tasks were completed in that time frame.	Report st that witho timeframe be c

Digital Media Marketing Major Learning Goal#3

Appropriately analyze impact & recommend strategic alterations Rubric

beyond simple measurement, students need to analyze what the data actually means and recommend changes to a campaign to help meet the client's needs.

Attributes	Mastered 4	Proficient 3	Developing 2	1
Appropriately analyze campaign impact	<p align="center"><input type="checkbox"/></p> <p align="center">Student can report data measurement and interpretation of data meaningful--leading to corrective action.</p>	<p align="center"><input type="checkbox"/></p> <p align="center">Student can report data measurement but interpretation of data is superficial.</p>	<p align="center"><input type="checkbox"/></p> <p align="center">Student can report data measurement but interpretation of data is error-ridden or inappropriate.</p>	<p align="center"><input type="checkbox"/></p> <p align="center">Student data w interpretation</p>
Appropriate recommend strategic alterations	<p align="center"><input type="checkbox"/></p> <p align="center">Student recommends possible changes for improving a campaign that are directly related to client's needs.</p>	<p align="center"><input type="checkbox"/></p> <p align="center">Student recommends possible changes for improving a campaign that are only partially related to client's needs.</p>	<p align="center"><input type="checkbox"/></p> <p align="center">Student recommends possible changes for improving a campaign that are disconnected from client's needs.</p>	<p align="center"><input type="checkbox"/></p> <p align="center">Student any pos improv</p>

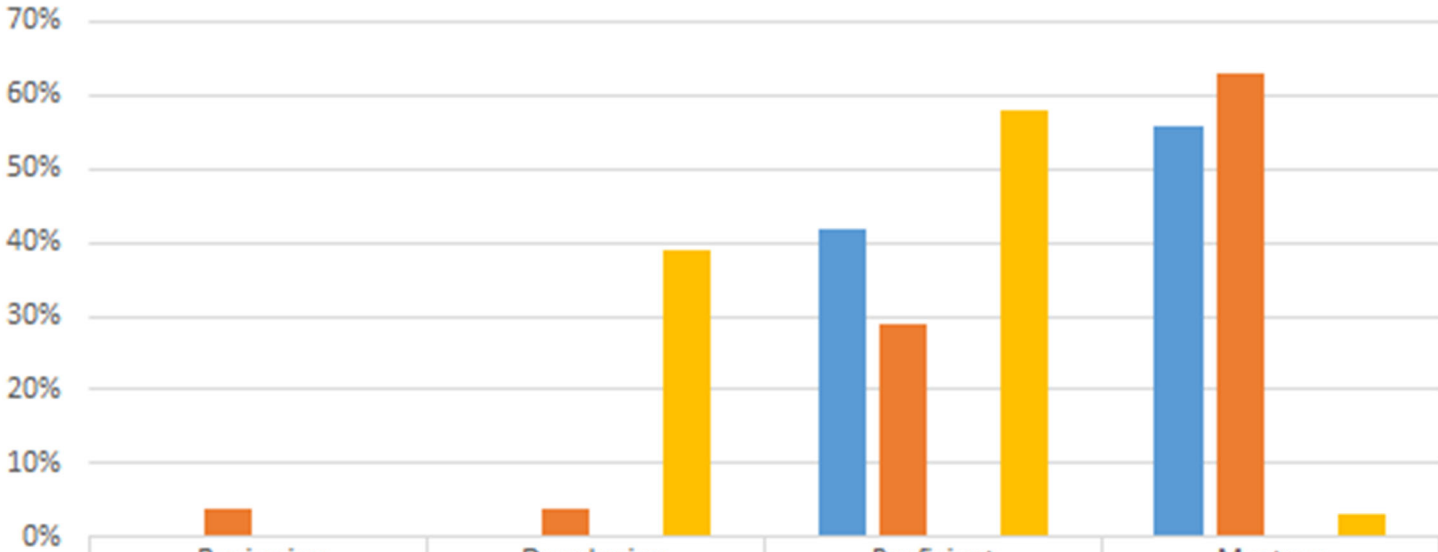
**Digital Media Marketing Major Learning Goal#4
Building a Portfolio of Practical Experience Rubric**

Based on the performance learning nature of the Digital Media Marketing major, students should have no fewer than five examples of practical experience as part of their resumes.

Attributes	Mastered 4	Proficient 3	Developing 2	Be
Building a portfolio of practical experience	<input type="checkbox"/> Performance in internship & client projects allows student to discuss 4-5 examples of practical experience	<input type="checkbox"/> Uneven performance in internship & client projects leaves student unable to discuss more than 2-3 examples of practical experience	<input type="checkbox"/> Limited performance in internship & client projects leaves student unable to discuss more than one practical experience	Poor pe internship leaves stu discuss stud

**Digital Media Marketing Major
Assessment Results**

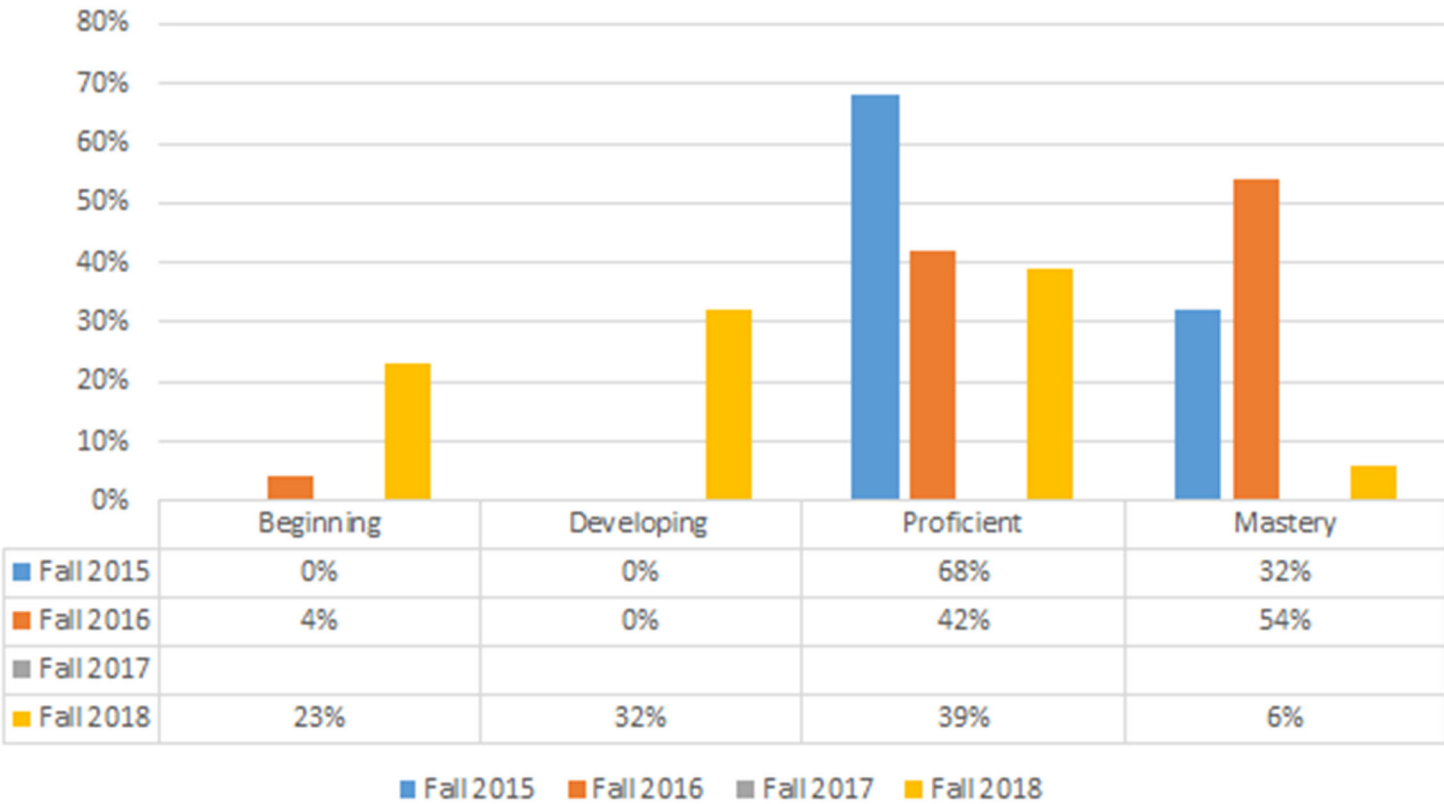
LG # 1 - Campaign Design



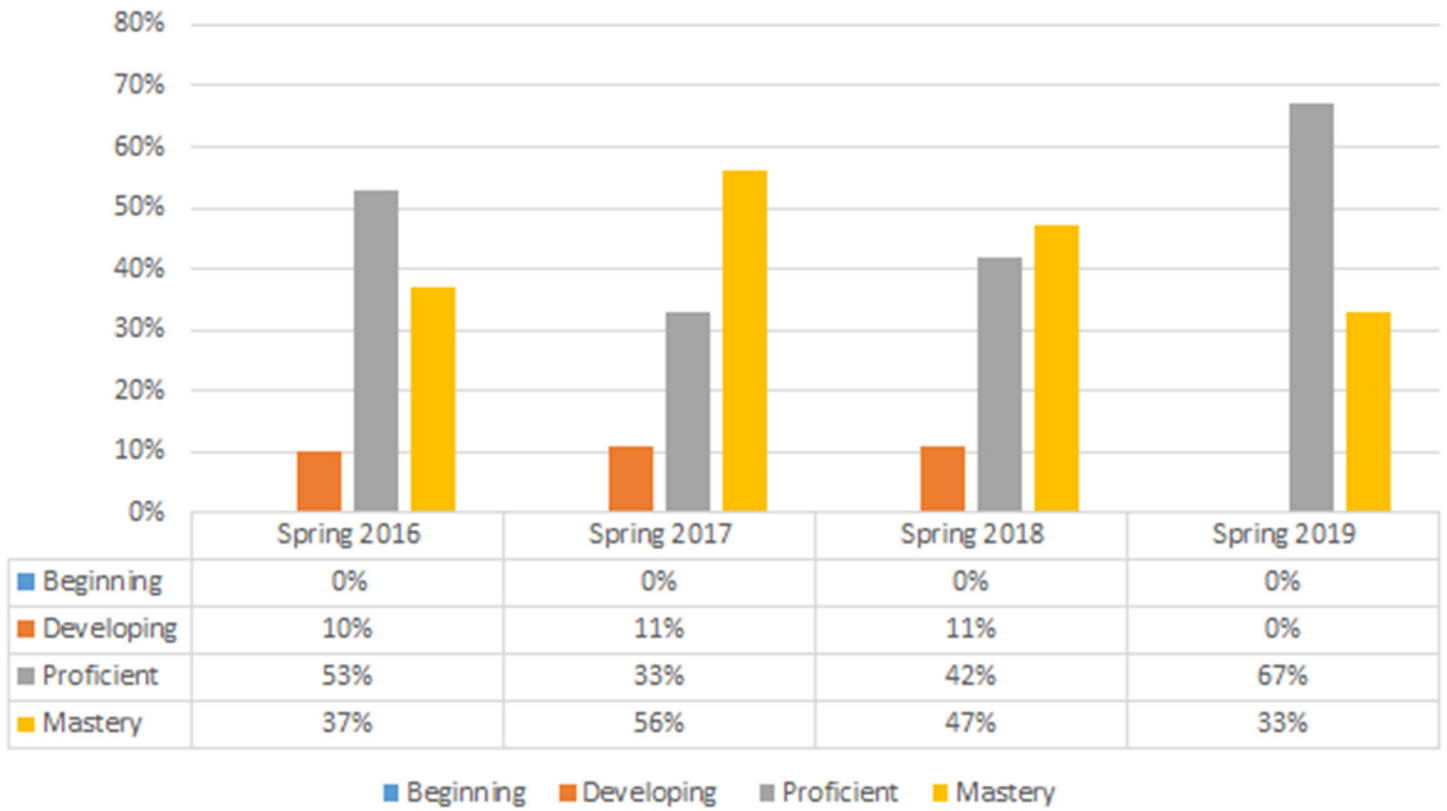
	Beginning	Developing	Proficient	Mastery
■ Fall 2015	0%	0%	42%	56%
■ Fall 2016	4%	4%	29%	63%
■ Fall 2017				
■ Fall 2018	0%	39%	58%	3%

■ Fall 2015 ■ Fall 2016 ■ Fall 2017 ■ Fall 2018

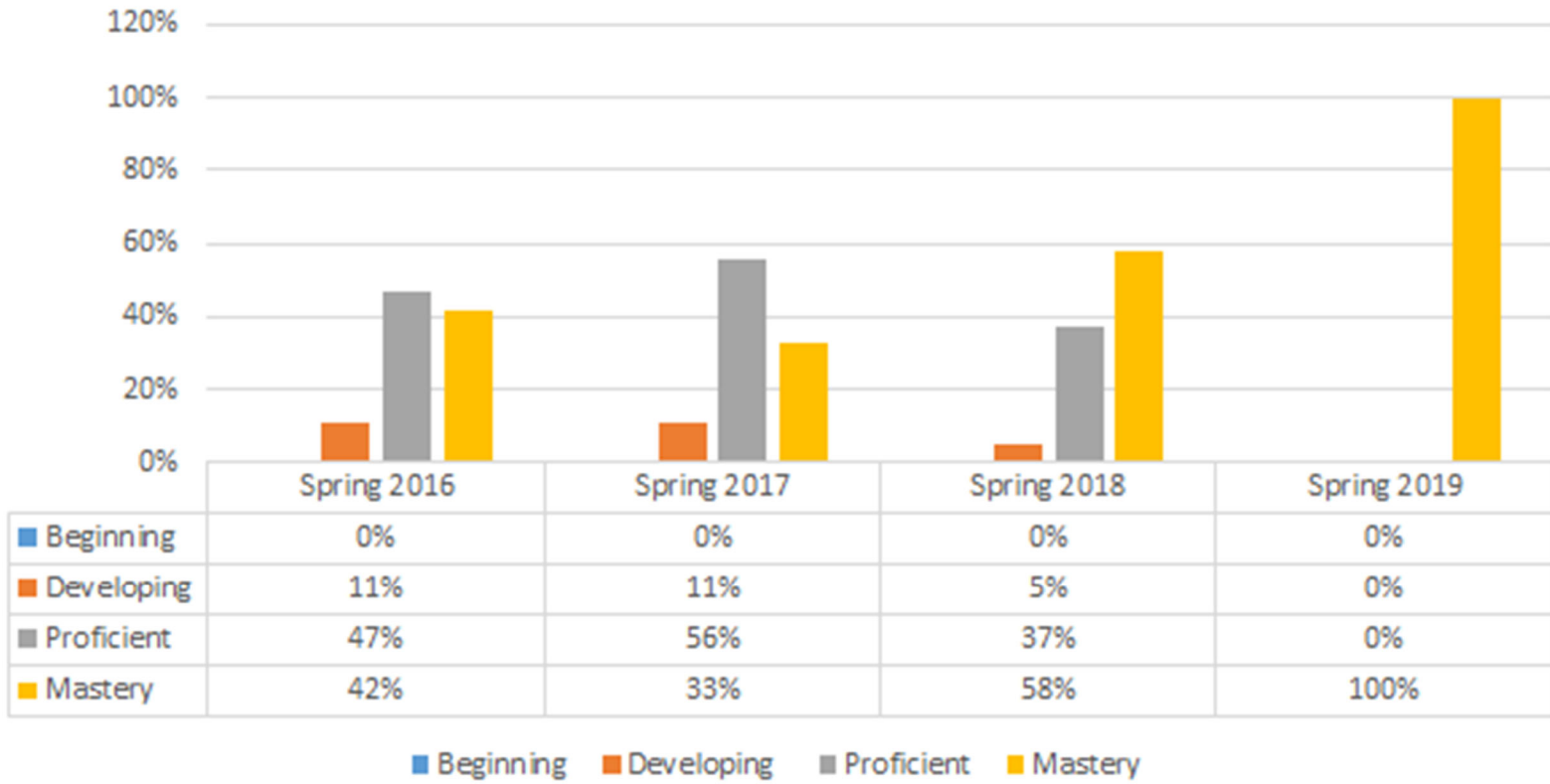
LG # 1 - Campaign Implementation



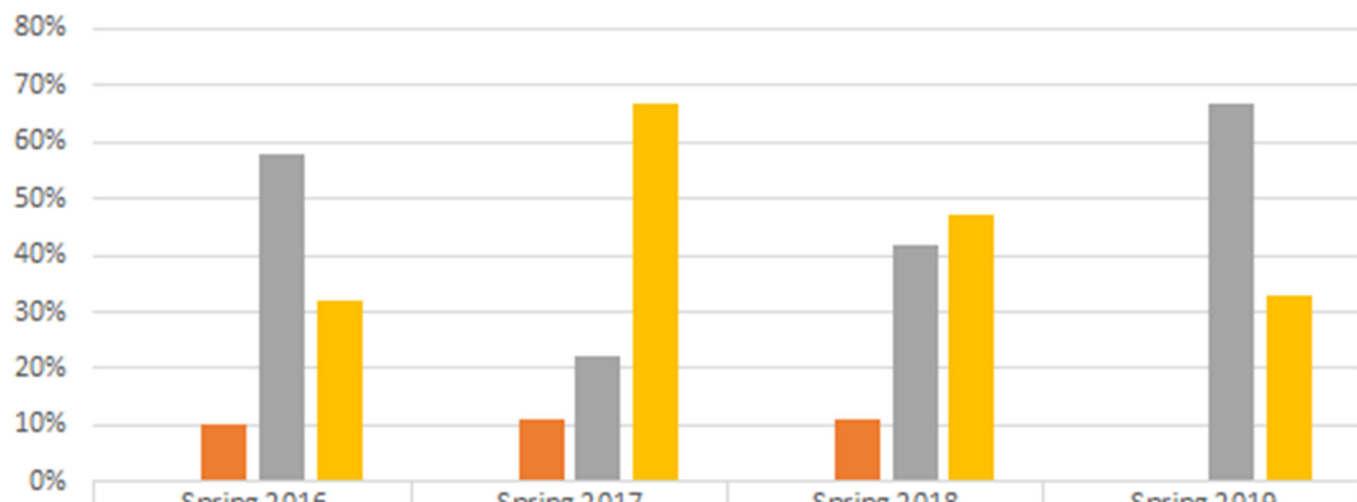
LG # 2 - Campaign Measurement - Specific Objective



LG # 2 - Campaign Measurement - Quantifiable Objective



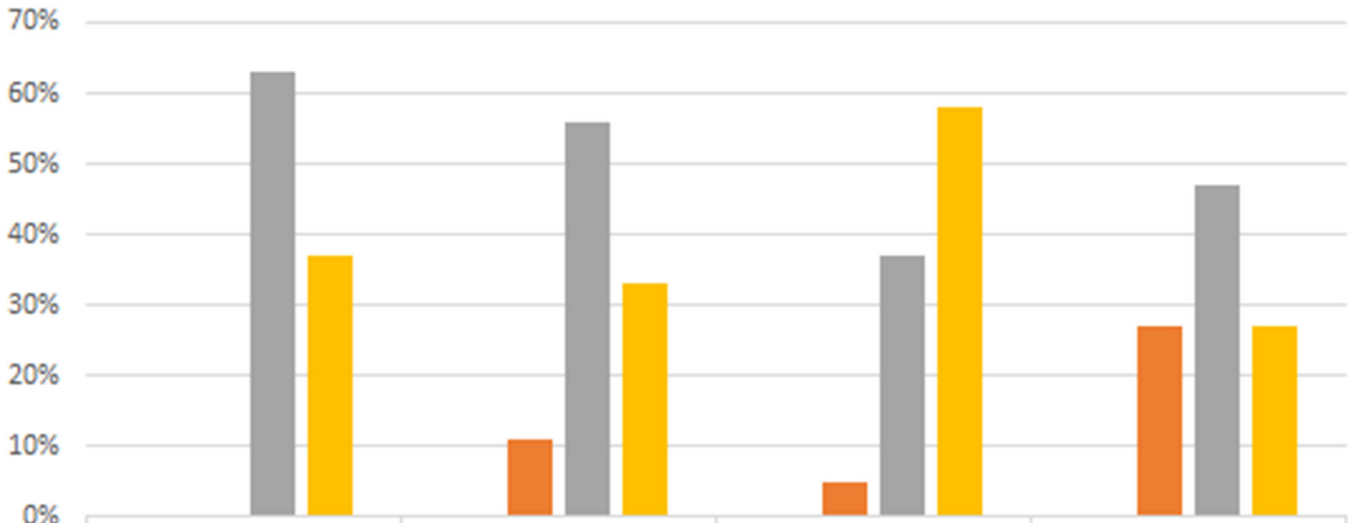
LG # 2 - Campaign Measurement - Time-bound Objective



	Spring 2016	Spring 2017	Spring 2018	Spring 2019
■ Beginning	0%	0%	0%	0%
■ Developing	10%	11%	11%	0%
■ Proficient	58%	22%	42%	67%
■ Mastery	32%	67%	47%	33%

■ Beginning ■ Developing ■ Proficient ■ Mastery

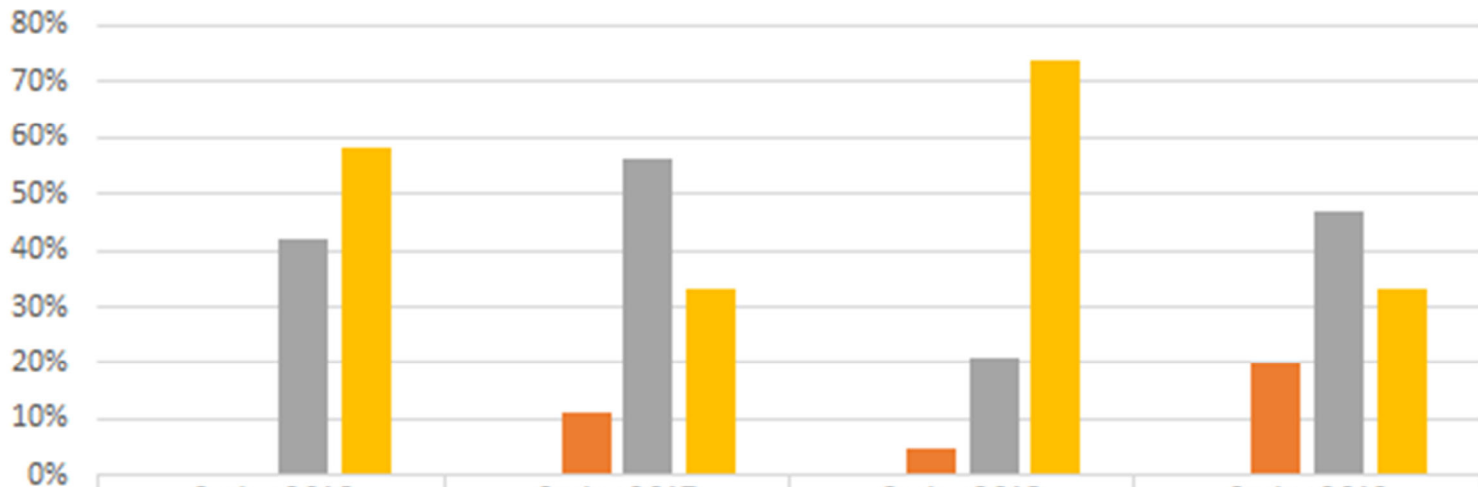
LG # 3 - Campaign Analysis



	Spring 2016	Spring 2017	Spring 2018	Spring 2019
■ Beginning	0%	0%	0%	0%
■ Developing	0%	11%	5%	27%
■ Proficient	63%	56%	37%	47%
■ Mastery	37%	33%	58%	27%

■ Beginning ■ Developing ■ Proficient ■ Mastery

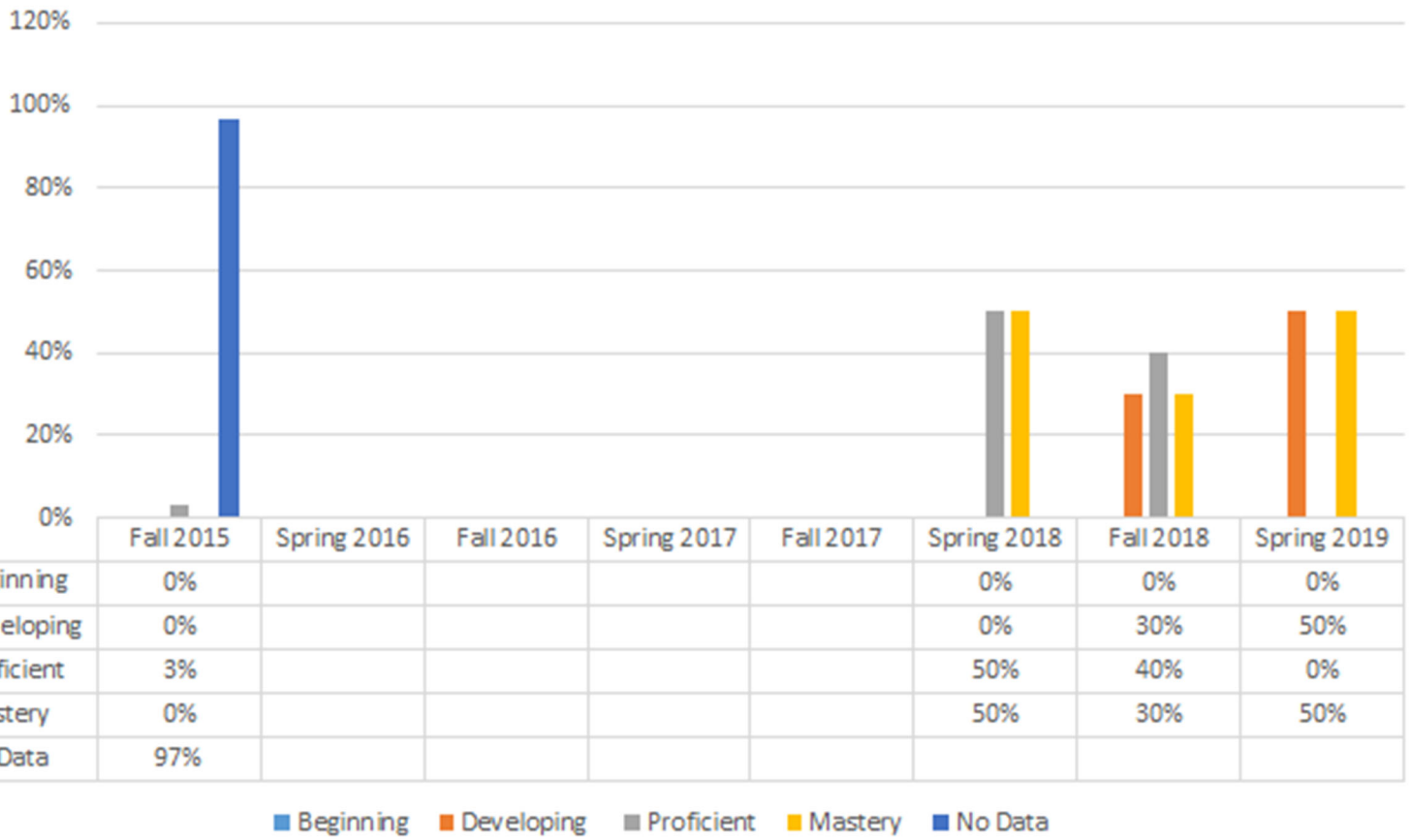
LG # 3 - Campaign Alteration



	Spring 2016	Spring 2017	Spring 2018	Spring 2019
Beginning	0%	0%	0%	0%
Developing	0%	11%	5%	20%
Proficient	42%	56%	21%	47%
Mastery	58%	33%	74%	33%

■ Beginning
 ■ Developing
 ■ Proficient
 ■ Mastery

LG # 4 - Portfolio of Experience



2019-2020

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
K 363		Learning Goal #1- Campaign Design & Implementation							
Design		10%	24%	81%	47%	10%	24%	0%	6%
Implementation		10%	18%	52%	47%	38%	24%	0%	12%
K 442	Final Report	Learning Goal 2: Campaign Measurement							
Specific Objective		X	42%	X	26%	X	5%	X	0%
Measurable Objective		X	42%	X	26%	X	5%	X	0%
Time-bound Objective		X	47%	X	21%	X	5%	X	0%
K 442	Final Report	Learning Goal 3: Campaign Analysis & Alteration							
Analysis		X	37%	X	26%	X	11%	X	0%
Alteration		X	37%	X	26%	X	11%	X	0%
		Learning Goal 4: Portfolio of Experience							
K 471	Internship Reflection Paper		100%		0%		0%		0%

course not offered that term.

2018-2019

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
K 363		Learning Goal #1- Campaign Design & Implementation							
Design		3%	X	58%	X	39%	X	0%	X
Implementation		6%	X	39%	X	32%	X	23%	X
K 442	Final Report	Learning Goal 2: Campaign Measurement							
Specific Objective		X	33%	X	67%	X	0%	X	0%
Measurable Objective		X	100%	X	0%	X	0%	X	0%
Time-bound Objective		X	33%	X	67%	X	0%	X	0%
K 442	Final Report	Learning Goal 3: Campaign Analysis & Alteration							
Analysis		X	27%	X	47%	X	27%	X	0%

eration	X	33%	X	47%	X	20%	X	0%	
		Learning Goal 4: Portfolio of Experience							
K 471	Internship Reflection Paper	30%	50%	40%	0%	30%	50%	0%	0%

course not offered that term.

2017-2018

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
K 363		Learning Goal #1- Campaign Design & Implementation							
Design			X		X		X		X
Implementation			X		X		X		X
K 442	GOMC Final Report	Learning Goal 2: Campaign Measurement							
Specific Objective		X	47%	X	42%	X	11%	X	0%
Measurable Objective		X	58%	X	37%	X	5%	X	0%

On-bound Objective		X	47%	X	42%	X	11%	X	0%
K 442	GOMC Final Report	Learning Goal 3: Campaign Analysis & Alteration							
Analysis		X	58%	X	37%	X	5%	X	0%
Implementation		X	74%	X	21%	X	5%	X	0%
		Learning Goal 4: Portfolio of Experience							
K 471	Internship Reflection Paper	*	50%	*	50%	*	0%	*	0%

Course not offered that term.

Primary faculty member on maternity leave.

2016-2017

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
K 363		Learning Goal #1- Campaign Design & Implementation							
Design		63%	X	29%	X	4%	X	4%	X
Implementation		54%	X	42%	X	0%	X	4%	X

K 442	GOMC Final Report	Learning Goal 2: Campaign Measurement							
Specific Objective		X	56%	X	33%	X	11%	X	0%
Measurable Objective		X	33%	X	56%	X	11%	X	0%
Time-bound Objective		X	67%	X	22%	X	11%	X	0%
K 442	GOMC Final Report	Learning Goal 3: Campaign Analysis & Alteration							
Analysis		X	33%	X	56%	X	11%	X	0%
Alteration		X	33%	X	56%	X	11%	X	0%
		Learning Goal 4: Portfolio of Experience							
K 471	Internship Reflection Paper								

Course not offered that term.

2015-2016

Learning Goal 1: Campaign Design & Implementation						
K 363 (Design)		58%	42%	0%	0%	0%
K 363 (Implementation)		32%	68%	0%	0%	0%

Learning Goal 2: Campaign Measurement						
K 442 (Specific objective)	GOMC final report	37%	53%	10%	0%	0%
K 442 (Quantifiable objective)	GOMC final report	42%	47%	11%	0%	0%
K 442 (Time-bound objective)	GOMC final report	32%	58%	10%	0%	0%
Learning Goal 3: Campaign Analysis & Alteration						
K 442 (Analysis)	GOMC final report	37%	63%	0%	0%	0%
K 442 (Alteration)	GOMC final report	58%	42%	0%	0%	0%
Learning Goal 4: Portfolio of Experience						
K 471	Internship Reflection Paper	0%	3%	0%	0%	97%

The Entrepreneurship Major

Students who complete a degree in Entrepreneurship will discover and create opportunities and engage their entrepreneurial spirit through a set of courses and experiences. The program is comprised of a pathway designed to prepare through real-world challenges that allow students to learn tools and skills and have significant real-world practice and reflection. From core courses in business creation to essential tools in customer discovery and financial decision making, students will gain confidence to continue on to practical applications on entrepreneurship and foundational and historical theory, and students will continue on to create their own entrepreneurial ventures or proposed solutions to identified problems.

Students will engage in various student-run ventures, have an entrepreneurial internship experience, and a personalized entrepreneurship practicum capstone experience. Experiences will engage both opportunity recognition as well as passion and talent approaches to entrepreneurship.

Performance Learning

Performance Learning is inherently aligned with the entrepreneurship major. In order to solve problems, connecting with customers outside of the university is essential. Students in the entrepreneurship program will find opportunities to seek solutions in their community, country and internationally. Students will create and run businesses, engage in student-run ventures, and use Lean Startup methods to seek creative solutions to problems in the world.

Career Opportunities

Entrepreneurship careers transcend specific job titles, career paths and industries. While it can mean starting a business, entrepreneurship graduates often work for companies and organizations who are eager to find employees who can take initiative, build a plan around an idea or opportunity and understand how to create value. Entrepreneurs create products, services, companies, and even industries. Employers rate creativity and innovation among the top 5 job skills that will continue to increase in importance. Graduates with entrepreneurial aspirations can be found in start-ups, venture capital firms, strategic entrepreneurial units in companies and public policy areas. Most notably, entrepreneurship graduates will hone their skills by expertly putting voice to their vision, working dynamically in teams to drive results, and pushing the envelope.

Requirements for the Entrepreneurship Major

In addition to the business core courses, students will be required to complete 28 semester hours of upper level business and entrepreneurship courses:

Required courses (25 credits)

ET230. Financial Decision Making (3)

ET235. Customer Discovery (3)

ET260. Designing Your Life (1)

BU260. Business Law (3)

ET340. Foundations of Entrepreneurship (3)

ET471/472. Entrepreneurial Internship (3)

ET381/382. Entrepreneurship Practicum (3)

Choose one Entrepreneurship Focused Application (3)

ET333. Global Social Entrepreneurship (3)

ET380. Art of Entrepreneurship (3)

ET383. Innovation Lab (3)

Choose 3 credits of Student-Run Venture experience (3)

AR325. Graphic Design: Ad Agency (Ignite Studios) (3)

AR380. Carriage House Fine Art Press (1-3)

AR390/ET390. Blue Connection (1-3)
 EN384. Bronze Man Books (1-3)
 EN386. Blue Satellite (1-3)
 ES360. Big Blue Personal Training (1)
 ET391. Blue Brew Coffee Shop (1-3)
 IS390. MU Performance Consulting (1)
 MC115. Arts Café (2)
 MC210. Millikin Audio Recording Studio (2)
 MC360. Millikin Industry Studies Tour (1)
 MC390. First Step Records (1)
 TH390. Pipe Dreams Studio Theatre (1-3)
 Other courses may qualify. Consult your academic advisor for information.

Elective Courses (3 credits)

IB330. International Business (3)
 MK308. Consumer Behavior & Analytics (3)
 ET400. Small Business Consulting (3)
 FI452. Security Analysis and Portfolio Management (3)
 Additional courses of approved Student-Run Ventures (1-3)
 Other courses as approved.

A grade of C+ or better is required for the following courses:

ET340. Foundations of Entrepreneurship
 ET471/472. Entrepreneurial Internship

Learning Goals for the Entrepreneurship Major:

1. Students will utilize frameworks of innovation to recognize and identify the needs, problems, and demands of a market.
2. Students will analyze environmental, political, economic, legal, and ethical risks and rewards of ownership.
3. Students will identify the financial, human, and physical resources they need, where to obtain them, and how to best utilize them.
4. Students will create, lead, and own business ventures.

Courses where learning goals are assessed:

	ET340	ET380
1: Recognize Opportunity	•	
2: Risk & Rewards	•	
3: Resources		
4: Ownership		•

Entrepreneurship Learning Goal #1

Opportunity Recognition Rubric

Students will learn to utilize frameworks of entrepreneurship to recognize and identify the needs, problems, and demands of a market.

	Mastery 4	Proficient 3	Developing 2	Beginning 1
Understanding of Market needs, problems, and demands	Able to consistently describe changing, complex market conditions and opportunities in both actual and potential situations. Can describe multiple customer segments, accurately describe both existing opportunities and potential opportunities given changing environments.	Able to consistently describe complex market conditions in actual situations. Can describe multiple customer segments and accurately describe opportunities for each segment.	Able to describe simple market situations in either actual or hypothetical situations. Can describe a customer market and accurately describe an opportunity for that market.	Understanding customer needs within a market. Can broadly identify customers and potential opportunities on a transactional basis.
Creation of Market Strategies	Able to create complex, multi-party network and plan to create and capture value within a market. Includes alternative plans (Plan B, Plan C, etc.). Can evaluate market test results and adjust strategies based on feedback.	Able to create an action that engages two parties to test a market for value creation and capture.	Able to create a simple action plan to engage and test a market.	Able to create a simple action plan to engage a hypothetical market.
Application of Frameworks of Entrepreneurship <i>(could include Business model canvas, Idea model, Effectuation, Entrepreneurial process, etc.)</i>	Can accurately describe and use and multiple frameworks and integrate them in complex situations.	Can accurately describe multiple frameworks and apply them to discrete situations.	Can accurately describe a framework and can apply it to a situation.	Incorrect or incomplete application of frameworks

**Entrepreneurship Learning Goal #2
Risk and Rewards Rubric**

Students will analyze environmental, political, economic, legal, and ethical risks and rewards of ownership.

Evaluators are encouraged to assign a zero to any work sample or collection of work that does not meet benchmark (cell one) level performance.

	Mastery 4	Proficient 3	Developing 2	Beginning 1
Analysis and Research of Feasibility	Make a go/no go decision on a venture or project based on evaluation of market tests, primary and secondary research.	Evaluate information from market tests and research. Form a simple feasibility analysis.	Conduct simple market tests, and collect research from primary and secondary sources	Define a problem or need to be researched and identify possible market tests or primary and secondary research sources
Risk	Anticipate and plan for known or hypothetical direct, indirect, avoidable and strategic risks.	Plan for known risks including direct, indirect, avoidable and strategic risks.	Awareness of risks and categories of risks including direct, indirect, avoidable, and strategic	Limited understanding of what potential risks exist
Reward	Successful implementation of a business model to capture value and reward with an emphasis on sustainability. (implementation of plan and tracking/changing forecast)	Defined plan to capture value on a sustainable basis. Establish metrics to measure reward.	Define what reward means to the venture. Create a plan to capture value for a short, defined period of time.	Unrealistic/lack of reward based on value creation identified.

**Entrepreneurship Learning Goal #3
Resource Analysis Rubric**

Students will learn to identify the financial, human, and physical resources they need, where to obtain them, and how to best utilize them.

	Mastery 4	Proficient 3	Developing 2	Beginning 1
Financial	Able to make business decisions based on financial information	Obtain and utilize	Plan for financial needs	Identify sources of financial resources
Human	Human Resources Management (hiring, training, retaining, succession planning, etc.)	Leverage human resources	Plan for utilizing human resources	Identify personal skills/talents/etc. and gaps
Physical	Business needs sufficiently met for sustainability and growth	Obtain and begin to utilize assets	Plan for acquiring and utilizing assets	Identify existing and needed assets

**Entrepreneurship Learning Goal #4
Ownership Rubric**

Students will be able to create, lead, and own a business venture.

	Mastery 4	Proficient 3	Developing 2	Beginning 1
Create (idea)	Vision and sustainability	Launch	Create a business model around a vetted idea	Able to vet new ideas
Lead (accountability)	Accountable for all aspects of business operations	Self-Actualization; Perseverance through obstacles	Perseverance through obstacles with some success	Necessity of leadership not appreciated; Lack of perseverance.
Own (responsibility)	Accepting all implications	Accepting some implications of ownership	Reluctance to accepting responsibility	Resistant to accepting responsibility

Entrepreneurship Major Assessment Results

2019-2020

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of Students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
ET 340		Learning Goal #1 – Opportunity Recognition									
Market Understanding		35%	35%	39%	47%	26%	18%	0%	0%	0%	0%
Market Strategies		35%	41%	30%	35%	26%	24%	9%	0%	0%	0%
Entrepreneurship Framework		48%	53%	30%	35%	22%	6%	0%	6%	0%	0%
ET 340		Learning Goal #2 – Risk/Rewards									
Feasibility		30%	53%	35%	35%	30%	12%	4%	0%	0%	0%
Risk		22%	59%	48%	29%	30%	12%	0%	0%	0%	0%
Reward		30%	59%	39%	29%	30%	12%	0%	0%	0%	0%
TBD		Learning Goal #3 – Resource Analysis									
Financial											
Human											
Physical											
ET 380		Learning Goal #4 - Ownership									
Create		31%	X	38%	X	31%	X	0%	X	0%	X
Lead		31%	X	46%	X	23%	X	0%	X	0%	X
Own		31%	X	38%	X	31%	X	0%	X	0%	X

2018-2019

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of Students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
ET 340		Learning Goal #1 – Opportunity Recognition									
Market Understanding		15%	20%	42%	27%	27%	53%	15%	0%	0%	0%
Market Strategies		31%	40%	42%	33%	19%	20%	8%	7%	0%	0%
Entrepreneurship Framework		23%	40%	35%	40%	35%	13%	8%	7%	0%	0%
ET 340		Learning Goal #2 – Risk/Rewards									
Feasibility		27%	27%	38%	27%	19%	47%	15%	0%	0%	0%

Risk		35%	27%	35%	47%	27%	20%	4%	7%	0%	0%
Reward		38%	20%	27%	47%	27%	33%	8%	0%	0%	0%
TBD		Learning Goal #3 – Resource Analysis									
Financial											
Human											
Physical											
ET 380		Learning Goal #4 - Ownership									
Create		46%	35%	15%	10%	38%	35%	0%	5%	0%	0%
Lead		46%	30%	15%	20%	38%	15%	0%	20%	0%	0%
Own		46%	35%	15%	10%	38%	30%	0%	10%	0%	0%

2017-2018

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of Students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
ET 340		Learning Goal #1									
Market Understanding			0%		5%		95%		0%		0%
Market Strategies			0%		9%		50%		27%		14%
Entrepreneurs hip Framework			0%		0%		86%		14%		0%
ET 340		Learning Goal #2									
Feasibility		0%	14%	12%	9%	71%	50%	18%	27%	0%	0%
Risk		0%	14%	12%	55%	53%	23%	35%	5%	0%	5%
Reward		0%	0%	18%	9%	41%	86%	41%	5%	0%	0%

ET 390		Learning Goal #3									
Financial		27%	*	18%	*	36%	*	18%	*	0%	*
Human		36%	*	9%	*	36%	*	18%	*	0%	*
Physical		36%	*	9%	*	36%	*	18%	*	0%	*
ET 380		Learning Goal #4									
Create											
Lead											
Own											

* - No report due to small enrollment (n=1).

2016-2017									
Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
ET 340		Learning Goal #1							
Market Understanding									
Market Strategies									
Entrepreneurship Framework									
ET 380		Learning Goal #2							
Feasibility									
Risk									
Reward									
ET 390		Learning Goal #3							

Financial			50%		14%		29%		7%
Human			29%		43%		21%		7%
Physical			29%		50%		14%		7%
ET 380		Learning Goal #4							
Create									
Lead									
Own									

2015-2016

Course	Artifact	Mastery (% of students)	Proficient (% of students)	Developing (% of students)	Beginning (% of students)
		Learning Goal #1			
ET 340		0%	25%	64%	11%
		Learning Goal #2			
ET 380					
		Learning Goal #3			
ET 390		-	%	%	%
		Learning Goal #4			
ET 380		10%	47%	43%	0%

International Business Major

Students who complete a degree in International Business will be culturally aware, business savvy, and willing to adapt to cross-cultural environments. They will understand how globalization affects businesses at all levels—locally, regionally, and internationally.

Performance Learning

Performance Learning initiatives for third parties in the global community could include advising multinational corporations on entering the U.S. market, advising a foreign government on micro-enterprises, or competing in Model U.N.

Job opportunities for students who demonstrate this expertise include import/export agent, translator, foreign sales representative, international marketing manager, and international management consultant. Broadly speaking, positions can be found in multinational corporations, banks, consulting firms, business development, entrepreneurship, information technology, international aid agencies, non-government organizations, and the public sector.

Career Opportunities

Job opportunities for students who demonstrate this expertise include import/export agent, translator, foreign sales representative, international marketing manager, and international management consultant. Broadly speaking, positions can be found in multinational corporations, banks, consulting firms, business development, entrepreneurship, information technology, international aid agencies, non-government organizations, and the public sector.

Requirements for the Major

In addition to the business core courses, students will be required to complete 24 credits of international business courses and complete the Modern Language requirement.

Required Courses (18 credit hours):

IB330. International Business (3)

FI354. International Trade and Finance (3)

IB410. International Business Consulting (3) OR PO367. Model UN (3)

PO322. Global Issues (3) or approved course

CO432. Intercultural Communication (3) OR SP330. Spanish for Business (3) OR FR360. French for Business (3)

IB471. International Business Internship (3)

Modern Language & Communication Requirement (0-8 credit hours):

Proficiency equivalent to two college semesters of a single modern language—successful completion of a modern language course numbered 114 or above, or passing a proficiency exam administered by the Department of Modern Languages.

(6) 300/400 level credits from a Partner school:

Students may select, with approval by their academic advisor, from the following partner schools where they will study towards the IB Major. The specific 300/400 level International Business courses taken at the partner school will be determined during a discussion with the student's academic advisor.

Available partner schools include:

- Artevelde University College (Ghent, Belgium)
- Banking and Commerce School (Mexico City, Mexico)
- Business Academy Aarhus (Aarhus, Denmark)
- Copenhagen Business Academy (Copenhagen, Denmark)
- Duale Hochschule Baden Wurttemberg (Stuttgart, Germany)
- European Business School (Paris, France)
- InHolland University (Haarlem, Netherlands)
- International University of Catalonia (Barcelona, Spain)
- Paris School of Business (Paris, France)
- Rotterdam Business School (Rotterdam, Netherlands)
- University of Applied Sciences Wiener Neustadt (Wiener Neustadt, Austria)
- University of Los Andes (Santiago, Chile)
- University of Paris-Est Créteil (Est Créteil, France)

A grade of C+ or higher is required in the following course:
IB471. International Business Internship

Learning Goals for the International Business Major

1. Students will be able to explain how international factors affect domestic concerns of the host country.
2. Students will be able to explain the role of institutions in the global marketplace.
3. Students will be able to explain the key business issues related to multinational operations.
4. Students will be able to conduct both formal and informal interactions with members of the host country in a professional manner.
5. Students will demonstrate awareness of and respect for host culture and an understanding of its history.
6. Students will apply their knowledge of the relationships between business functions of multinational organizations through an international consulting project.

Courses Where Learning Goals Are Assessed

Learning Goals		Required Courses
----------------	--	------------------

	IB225	IB330	CO432	IB410/PO367	FI354
1. Effect of international factors		✓			
2. Role of institutions		✓			
3. Multinational operations issues					✓
4. Interactions in host country			✓		
5. Awareness & respect			✓		
6. Consulting project				✓	

IMPROVEMENT RESPONSE

Due to revisions in the major, beginning AY2019-2020 we will assess as follows:

- Goals 1 & 2 in IB330 (both 70% or more at proficiency or better),
- Goal 3 in FI354 (70% or more at proficiency or better)
- Goals 4 & 5 in CO432 (both 70% or more at proficiency or better)
- Goal 6 in IB410 & PO367 (80% or more at proficiency or better)

We still need to clarify what artifacts we'll use for assessment, and I need to speak with Chris Marquette and Nancy Curtin to make sure their courses are appropriate for the goals we've assigned them.

International Business Major Learning Goal #1

IB International factors effect domestic concerns of host country

Students should be able to identify and analyze comparative cultural, political, economic factors that impact home and host country

Attributes	Beginning	Developing	Proficient	Mastered
Cultural concerns of host country	Nominal mention of cultural	Deeper understanding of	Deeper understanding of	Full understanding of cultural

	factor(s) but fails to demonstrate complex understanding and impact on business with no integration of political and economic factors.	cultural factor(s), still no tie-in to business or integration with political and economic factors.	cultural factor (s)with tie-in to business but no integration with political and economic factors.	factor(s) with tie-in to business and with integration with political and economic factors.
Political concerns of host country	Nominal mention of political factor(s) but fails to demonstrate complex understanding and impact on business with no integration of cultural and economic factors.	Deeper understanding of political factor(s), still no tie-in to business or integration with cultural and economic factors.	Deeper understanding of political factor(s) with tie-in to business but no integration with cultural and economic factors.	Full understanding of political factor(s) with tie-in to business and with integration with cultural and economic factors.
Economic concerns of host country	Nominal mention of economic factor(s) but fails to demonstrate complex understanding and impact on business with no integration of political and cultural factors.	Deeper understanding of economic factor(s), still no tie-in to business or integration with political and cultural factors.	Deeper understanding of economic factor(s) with tie-in to business but no integration with political and cultural factors.	Full understanding of economic factor(s) with tie-in to business and with integration with political and cultural factors.

International Business Major Learning Goal #2
IB Role of Institution in the Global Marketplace

Students should understand the role of industry and government in the global marketplace.

Attributes	Beginning	Developing	Proficient	Mastered
Role of industry in the global marketplace	Nominal mention of the role	Deeper understanding the	Deeper understanding the	Full understanding of the role

	of industry in international locations with no integration with role of government.	role of industry in international locations but still no integration of role of government.	role of industry in international locations with nominal integration of role of government.	of industry in international locations with full integration of role of government.
Role of the government in the global marketplace	Nominal mention of the role of government in international locations with no integration with role of industry.	Deeper understanding the role of government in international locations but still no integration of role of industry.	Deeper understanding the role of government in international locations with nominal integration of role of industry.	Full understanding of the role of government in international locations with full integration of role of industry.

International Business Major Learning Goal #3
IB Issues of Multinational Operations

Students will be able to explain the key business issues related to multinational operations.

Attributes	Beginning	Developing	Proficient	Mastered
Internal--Accounting, Finance, HR, etc.	Nominal mention of internal business functions.	Deeper understanding of one internal function like accounting, finance, or human resources with nominal mention of another.	Deeper understanding of two internal functions with demonstrated understanding of the relationship between the two.	Deeper understanding of multiple specific business functions and integration of all discussed.
External--competition, legal, regulatory, tariffs	Nominal mention of external influences of multinational businesses like competition, legal and regulatory concerns like tariffs.	Deeper understanding of one external influence of multinational businesses with nominal mention of another.	Deeper understanding of two external influences with demonstrated understanding of the relationship between the two.	Deeper understanding of multiple specific external influences and integration of all discussed.

International Business Major Learning Goal #4
IB Interactions in Host Country

Students will be able to conduct both formal and informal interactions with members of the host country in a professional manner

Attributes	Beginning	Developing	Proficient	Mastered
Informal, Day-to-day Interactions--taking public transportation, asking for directions, small talk	Nominal mention of informal interactions.	Specific example of one informal interaction without assessment of adequacy.	Specific example of one informal interaction with assessment of some accomplishment.	Specific example of one informal interaction with assessment of complete accomplishment.
Formal, Business Setting Interactions--professional level business conversations	Nominal mention of business-setting interactions.	Specific example of one business-setting interaction without assessment of adequacy.	Specific example of one business-setting interaction with assessment of some accomplishment.	Specific example of one business-setting interaction with assessment of complete accomplishment.

International Business Major Learning Goal #5
IB Awareness & Respect in Host Country

Students will demonstrate awareness of and respect for host culture and an understanding of its history.

Attributes	Beginning	Developing	Proficient	Mastered
Respect for host culture	Nominal mention of difference between home culture and host culture.	Specific example of one social norm or ritual of host culture with nominal explanation for the norm or ritual.	Specific example of one social norm or ritual of host culture with deeper understanding for motivation for the norm or ritual.	Specific examples of multiple social norms or rituals of host culture with deeper understanding of relationship between norms or rituals.
Understanding of host country history	Nominal mention of difference between home history and host history.	Specific example of one historical event with nominal contextual mention.	Specific example of one historical event with deeper understanding of the historical context.	Specific examples of historical events with deeper understanding of relationship between events.

International Business Major Learning Goal #6
IB Multinational Organization International Consulting Project

Students will apply their knowledge of the relationships between business functions of multinational organizations through an international consulting project.

Attributes	Beginning	Developing	Proficient	Mastered
Consulting project	Explains problem of consulting project but offers no solutions.	Explains problem of consulting project but provides suggestions that are not fully appropriate.	Explains problem of consulting project but provides strategic suggestions strategy that lack tactics.	Integrates business functions in international consulting project & makes appropriate recommendation--strategic & tactical solutions

**International Business Major
Assessment Results**

2019-2020

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
IB 330	Current events reports	Learning Goal #1									
	Cultural Concerns	17%		83%		0%		0%		0%	
	Political Concerns	75%		25%		0%		0%		0%	
	Economic Concerns	17%		83%		0%		0%		0%	
IB 330	Report of client project	Learning Goal #2									
	Role of Industry	83%		17%		0%		0%		0%	
	Role of Government	29%		71%		0%		0%		0%	
FI354	Report of client project	Learning Goal #3									
	Internal	X		X		X		X		X	
	External	X		X		X		X		X	

CO 432	Blog posts	Learning Goal #4									
Informal											
Formal											
CO 432	Blog posts	Learning Goal #5									
Respect											
Understanding											
		Learning Goal #6									
IB 410/PO 367	Consulting Project										

2018-2019

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
IB 225	Current events reports	Learning Goal #1									
Cultural Concerns		48%	67%	38%	22%	14%	0%	0%	0%	0%	11%
Political Concerns		45%	44%	41%	22%	14%	22%	0%	0%	0%	11%

Economic Concerns		52%	33%	34%	33%	14%	22%	0%	0%	0%	11%	
MG 481/ET 410	Report of client project	Learning Goal #2										
Role of Industry		X		X		X		X		X		
Role of Government		X		X		X		X		X		
MG 481/ET 410	Report of client project	Learning Goal #3										
Internal		X		X		X		X		X		
External		X		X		X		X		X		
IB 450	Blog posts	Learning Goal #4										
Informal		X	50%	X	0%	X	0%	X	0%	X	50%	
Formal		X	50%	X	0%	X	0%	X	0%	X	50%	
IB 450	Blog posts	Learning Goal #5										
Respect		X	50%	X	0%	X	0%	X	0%	X	50%	
Understanding		X	50%	X	0%	X	0%	X	0%	X	50%	
		Learning Goal #6										
MG 481/ET 410	Consulting Project	X		X		X		X		X		

2017-2018

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
IB 225	Current events reports	Learning Goal #1							
Cultural Concerns		0%	0%	100%	100%	0%	0%	0%	0%
Political Concerns		50%	0%	50%	0%	0%	100%	0%	0%
Economic Concerns		0%	0%	100%	100%	0%	0%	0%	0%
MG 481/ET 410	Report of client project	Learning Goal #2							
Role of Industry		X	X	X	X	X	X	X	X
Role of Government		X	X	X	X	X	X	X	X
MG 481/ET 410	Report of client project	Learning Goal #3							
Internal		X	X	X	X	X	X	X	X
External		X	X	X	X	X	X	X	X
IB 450	Blog posts	Learning Goal #4							

Informal		100%	100%	0%	0%	0%	0%	0%	0%
Formal		0%	50%	100%	50%	0%	0%	0%	0%
IB 450	Blog posts	Learning Goal #5							
Respect		0%	100%	100%	0%	0%	0%	0%	0%
Understanding		100%	100%	0%	0%	0%	0%	0%	0%
		Learning Goal #6							
MG 481/ET 410	Consulting Project	X	X	X	X	X	X	X	X
IB 471	Reflection paper for internship	Learning Goal #7a							
Context		X	X	X	X	X	X	X	X
Content		X	X	X	X	X	X	X	X
Organization		X	X	X	X	X	X	X	X
Sources		X	X	X	X	X	X	X	X
Control		X	X	X	X	X	X	X	X
IB 471		Learning Goal #7b							
Organization		X	X	X	X	X	X	X	X
Language		X	X	X	X	X	X	X	X

Delivery	X	X	X	X	X	X	X	X
Material	X	X	X	X	X	X	X	X
Message	X	X	X	X	X	X	X	X

X - Course not offered that term.

The Management Information Systems Major

Students who complete a bachelor of science degree in Management Information Systems (MIS) will have the necessary technical, analytical, and communication skills to be key players in building technology solutions for leading organizations. Students will build necessary competencies in programming, system analysis and design, IT infrastructure, and data management while being grounded in strong business fundamentals.

Performance Learning

Performance Learning initiatives for 3rd parties in the community could include building a relational database for tracking donor activity, building dynamic web-based organizational chart for a human resources department, or building a comprehensive network security analysis for a small business. Students have the opportunity to participate in MU Performance Consulting, a student-run venture, where students build technology solutions for local businesses. Projects include but are not limited to: system analysis, network design, database development, and programming.

Career Opportunities

Management Information Systems graduates obtain jobs such as database analyst, systems analyst, application developer, programmer analyst, web developer, security analyst, or technical analyst. These positions can be found in a variety of organizations from Fortune 500 companies to those with fewer than 10 employees.

Learning Goals for the Information Systems Major:

Programming - Students will demonstrate competency in programming through the development of scripts, functions, or applications.

Database - Students will define, store, organize, retrieve, and analyze data using appropriate data models, structures, and database language.

Design - Students will critically analyze business problems to determine appropriate development methodologies and solutions.

Infrastructure - Students will model the levels and components of the information technology infrastructure and how they interoperate.

Documentation - Students will organize and compose technical documentation using a variety of software tools appropriate to the context and audience.

Requirements for the Major

In addition to the business core courses, students will be required to complete 24 credits of upper level information systems courses.

Required Courses (15 credit hours):

IS221. Programming Fundamentals (3)

IS311. IT Infrastructure (3)

IS321. Systems Analysis and Design (3)

IS370. Database Application Development (3)

IS471/472. Management Information Systems Internship (3)

Elective Courses (choose 9 credit hours)

IS322. Web/Mobile Application Development (3)

IS332. IT Audit and Controls (3)

IS334. System Administration (3)

- IS350. Application Integration (3)
- IS10. Introduction to Information Security (3)
- IS362. IT Security and Risk Management (3)
- IS390. MU Performance Consulting (1)
- IS410. Ethical Hacking (3)
- IS470. Business Intelligence and Big Data (3)

A grade of C+ or higher is required in the following course:

IS471. Management Information Systems Internship

A grade of C or higher is required in the following courses:

IS221. Programming Fundamentals

IS311. IT Infrastructure

IS321. System Analysis and Design

IS370. Database Application Development

Courses Where Learning Goals Are Assessed

Learning Goals	Required				App Dev		Data		Security	
	IS221	IS311	IS321	IS471/472	IS322	IS350	IS370	IS470	IS332	IS362
1: Programming	•				•					
2: Database			•				•			
3: Design			•			•				
5: Infrastructure		•							•	
6: Documentation	•							•		

IMPROVEMENT RESPONSE

Goal #4 Security was removed from the learning goals beginning AY 2019-20. The other goals have not been renumbered for continuity.

Information Systems Learning Goal #1 ~ Programming Rubric

Students will demonstrate competency in programming through the development of scripts, functions, or applications.

Evaluators are encouraged to assign a zero to any work sample or collection of work that does not meet benchmark (cell one) level performance.

	Mastered 4	Proficient 3	Developing 2	Beginning 1
Program, Function, or Script Execution	Code executes correctly and efficiently with no syntax or runtime errors.	Code executes correctly but inefficiently with no syntax or runtime errors.	Code executes with a minor (easily fixed) error.	Code does not execute or has major errors.
Correct Output	Code produces correct output with no errors.	Code produces output which is mostly correct by may be incomplete or has minor (aesthetic) errors.	Code produces output with multiple errors or some missing information.	Output is significantly incorrect or mostly missing.
Design of Output	Code produces output correctly and efficiently.	Code produces minimally expected output or inefficient output.	Code experiences significant delay in producing output or produces output that is somewhat difficult to interpret.	Output is poorly designed.
Design of Logic	Code exhibits efficient and appropriate use of logic structures and processing to optimize performance and output.	Code exhibits inefficient logic structures or processing which do not deter from the output but do impede performance or maintainability.	Code has significant logic errors or fails to handle various conditions.	Program is incorrect or produces incorrect results in most cases.
Standards	Code is stylistically well designed.	Few inappropriate design choices (e.g. poor variable names, improper indentation).	Several inappropriate design choices (e.g. poor variable names, improper indentation, inconsistency)	Code is written poorly and is difficult for another person to understand.
Documentation	Code is well documented (both in content and consistent style) in all areas.	Code has some missing, incomplete, or inconsistent documentation.	Code is missing most documentation or documentation has errors or documentation is fully inconsistent.	Most or all documentation is missing or incorrect

Information Systems Major Learning Goal #2 ~ Database Development Rubric

Students will define, store, organize, retrieve, and analyze data using appropriate data models, structures, and database languages.

Evaluators are encouraged to assign a zero to any work sample or collection of work that does not meet benchmark (cell one) level performance.

Criteria	Mastered (4)	Proficient (3)	Developing (2)	Beginning (1)	Score
Problem Analysis: demonstrate knowledge and skill in transforming the problem into a conceptual database design	Present rationale for decisions made during the problem analysis. Discussion indicates a thorough grasp of the overall problem.	Narrative development and documentation of the problem and includes some detail.	Narrative development and documentation of the basic problem.	Basic understanding of the problem with little narrative development.	
Entity Relationship Diagram (ERD): demonstrate knowledge and skill in development of the ERD for a selected segment of the problem	Models selected entities and relationships in an ERD with proper relationship strength, connectivities, and cardinalities, and all keys appropriately documented.	Correctly models the selected design using the ERD.	Demonstrates ability to present design concepts in an ERD, but is missing key details.	Demonstrates ability to present design concepts in simple ERD with errors.	
Data Modeling: demonstrates knowledge of normalizing tables	Design reflects tables in 3NF or appropriate warehouse model. Data types for fields show a thorough understanding of the problem and the type of data to be stored. Naming convention is selected and adhered to throughout the design.	Design reflects tables in 3NF or appropriate warehouse model and demonstrates knowledge of basic data types.	Demonstrates basic skill in table design and normalization or warehousing. Errors in implementation of ERD are present.	Demonstrates basic skill in table design and normalization or warehousing with errors and inconsistent table design principles.	
Structured Query Language (SQL), Data Definition Language (DDL): Write DDL statements to define table structure	SQL DDL is ready for database implementation, complete with key, index, and constraint definition.	SQL DDL is appropriate for selected tables and syntactically correct.	SQL DDL is appropriate but contains some syntax errors and may not fully represent the data model.	SQL DDL is inappropriate and contains many syntax errors.	
Structured Query Language (SQL), Data Manipulation	SQL DML is ready for database implementation. Joins are correctly completed and queries show proper	SQL DML is appropriate for desired operations and is syntactically	SQL DML is appropriate for desired operations	SQL DML is inappropriate for desired operations and	

Language (DML): Write queries to support data insert, update, delete, and select	design for optimum execution. Indexes are selected to optimize queries.	correct, but may be inefficient.	but contains some syntax errors.	contains many syntax errors.	
Score					

Information Systems Learning Goal #3 ~ Design Rubric

Students will critically analyze business problems to determine appropriate development methodologies and solutions.

Evaluators are encouraged to assign a zero to any work sample or collection of work that does not meet benchmark (cell one) level performance.

	Mastered 4	Proficient 3	Developing 2	Beginning 1
Ability to define user requirements of an information system business opportunity or problem and to design an appropriate solution				
Application of analysis and design principles	Problem or opportunity fully analyzed with comprehensive design ready for development and/or implementation	Well-defined opportunity / problem description with nuanced analysis and design having some minor missing details	Partial problem / opportunity definition with some details either incorrect, incomplete or missing	Incorrect and/or significantly incomplete analysis with incorrect or missing design
Ability to apply feasibility analysis, requirements analysis and appropriate tool usage				
Requirements identification including assumptions	Sources well-documented (complete) and well-validated (accurate)	Majority of sources identified with only some missing or insufficient validation	Less than majority of sources identified while missing additional sources including missing or insufficient validation	No sources or incorrect identification or validation
Evidence of application of feasibility analysis	Critical appraisal with no errors and solid recommendation of feasibility	Attempted with minor errors in analysis or insufficient feasibility recommendation	Recommendation or conclusions without sufficient feasibility analysis or analysis without recommendation	No feasibility analysis or recommendations
Appropriate tool utilizations	Chooses correct software tools for tasks and utilizes same to produce meaningful and appropriate output	Chooses correct software tools but utilizes insufficiently or misses opportunity to utilize software tools appropriately.	Chooses correct software tools but utilizes incorrectly or without sufficient detail or completeness	No attempt or uses incorrect software tools for tasks
Project findings documentation and communications				
Creation of findings documentation appropriate to target audience	Documentation is fully complete, accurate and appropriate to target audience(s)	Documentation is mostly complete, highly accurate with only minimal divergence in audience appropriateness	Documentation is well attempted though missing portions, has more than minor inaccuracies, or is not appropriately framed for the target audience	Documentation is insufficient or missing, has major errors, or is not created to the appropriate level

Information Systems Learning Goal #5 ~ Infrastructure Rubric

	Mastered (4)	Proficient (3)	Developing (2)	Beginning (1)	Score
Design	Design is complex, includes flow chart, and timeline. Goals and written description of project are present. Schematics exist and are readable. Design has been updated to represent final project, and all versions are included.	Design is mostly complete, at least 3 requirements are present some updates, but not current.	Basic design, at least two requirements are present. Not updated.	Little or no design present one requirement present.	
Network	Network hardware is correctly implemented and all components are consistent with design.	Project is built, all hardware components are implemented, but numerous problems are present. Does not match design.	All network hardware has been implemented, however not working.	Only one or two hardware components have been implemented, network does not communicate.	
Software	All software is installed and working correctly, all networking tests are passed.	Most software is installed, and installed components are working correctly and run, most networking test are passed.	All software is installed however not correctly and not working.	Not all software is installed on all machines.	
Testing and Documentation	All tests were completed successfully and full documentation exists on any problems encountered, and solutions applied.	All test were completed, successfully limited documentation on problems and corrections.	Some testing was done, problems documented but corrections not implemented or documented.	Testing was not done.	
Score					

Information Systems Learning Goal #6 ~ Documentation Rubric

Students will organize and compose technical documentation using a variety of software tools appropriate to the context and audience.

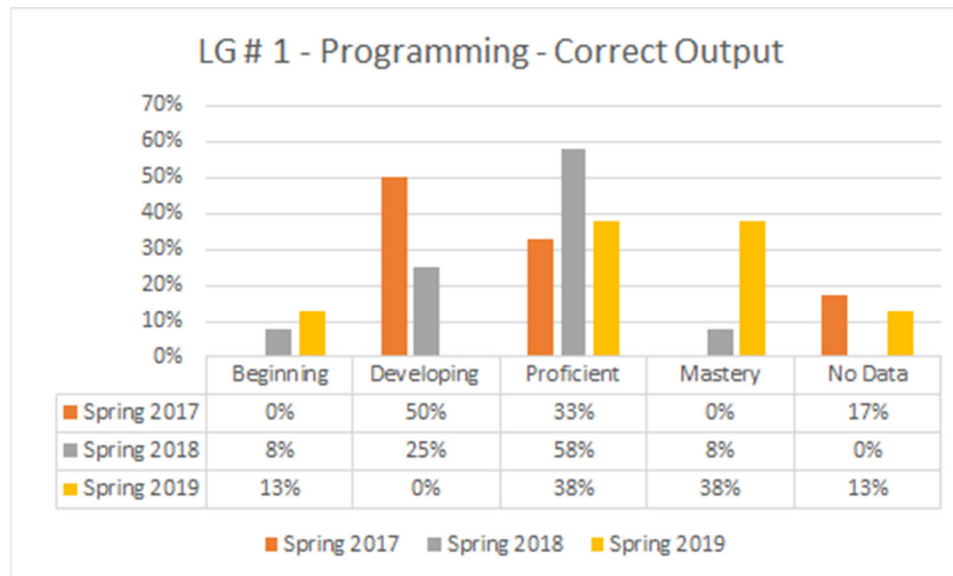
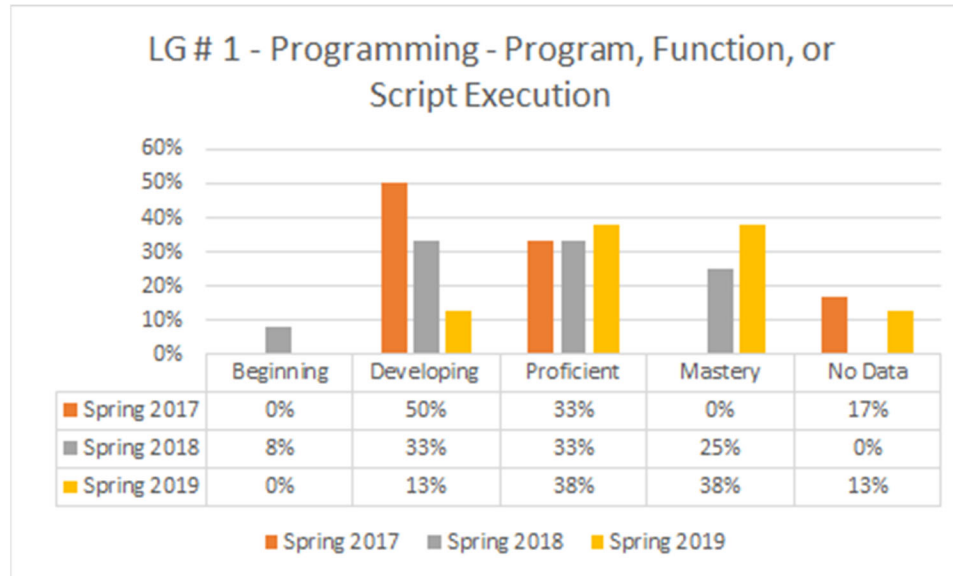
Evaluators are encouraged to assign a zero to any work sample or collection of work that does not meet benchmark (cell one) level performance.

	Mastery 4	Proficient 3	Developing 2	Beginning 1
Technical Correctness	Document contains no technical errors and is not missing important technical details.	Contains few technical errors and few technical details are missing, but not necessarily distracting.	Contains some distracting technical errors and some important technical details are missing.	Contains several distracting technical errors and many technical details are missing.
Software Tool	Appropriate software tool is selected, is used in a way that communicates effectively, and is integrated into the body of work.	Appropriate software tool is selected and used, but not to its fullest extent, and is integrated into the body of work.	A software tool is selected, but may be inappropriate. Integration into the body of work is inconsistent or non-existent.	Evidence of additional software tools is not present.
Context of and Purpose for Writing Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s).	Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the assigned task(s) and focuses all elements of the work.	Demonstrates adequate consideration of context, audience, and purpose and a clear focus on the assigned task(s) (e.g., the task aligns with	Demonstrates awareness of context, audience, purpose, and to the assigned tasks(s) (e.g., begins to show awareness of audience's perceptions and assumptions).	Demonstrates minimal attention to context, audience, purpose, and to the assigned tasks(s) (e.g., expectation of instructor or self as audience).

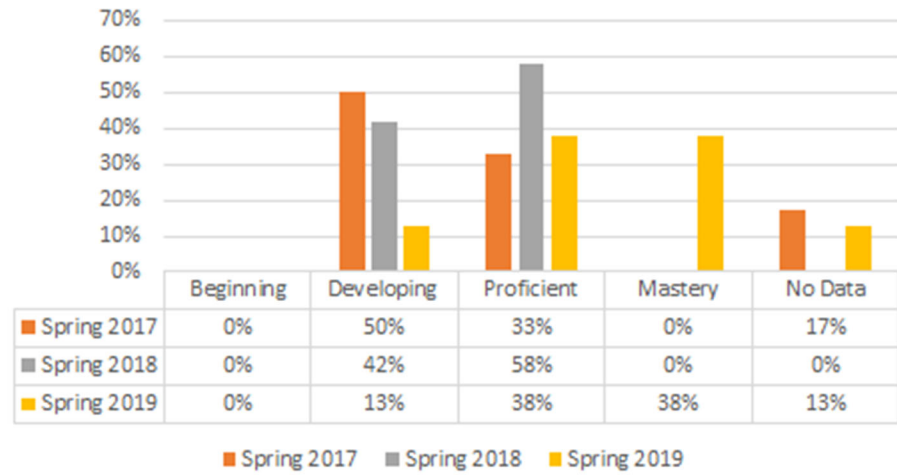
		audience, purpose, and context).		
Content	Uses appropriate, relevant, and compelling content to illustrate mastery of the subject, conveying the writer's understanding, and shaping the whole work.	Uses appropriate, relevant, and compelling content to explore ideas within the context of the discipline and shape the whole work.	Uses appropriate and relevant content to develop and explore ideas through most of the work.	Uses appropriate and relevant content to develop simple ideas in some parts of the work.
Organization and Formatting	Demonstrates detailed attention to formatting and organization of written material appropriate to document purpose.	Demonstrates consistent formatting and organization of written material but may not be sufficiently appropriate for document purpose.	Attempts consistency in formatting and organization of written material but may be inconsistent or inappropriate for document purpose.	Demonstrates flawed formatting and/or organization of written material
Sources and Evidence	Demonstrates skillful use of high-quality, credible, relevant sources to develop material that is appropriate for the purpose of the documentation.	Demonstrates consistent use of credible, relevant sources to support material that is utilized in the documentation.	Demonstrates an attempt to use credible and/or relevant sources to support material that is appropriate for the purpose of the documentation.	Insufficiently attempted to use sources to support material for the documentation.

Clarity of Writing	Uses unambiguous language that is appropriate to the target audience and the purpose of the documentation.	Uses mostly unambiguous language that is appropriate to the target audience and the purpose of the documentation. The language in the artifact has few errors.	Uses some ambiguous language that is mostly appropriate to the target audience and the purpose of the documentation but may have more than a few errors.	Uses mostly ambiguous language that impedes meaning because of errors in usage.
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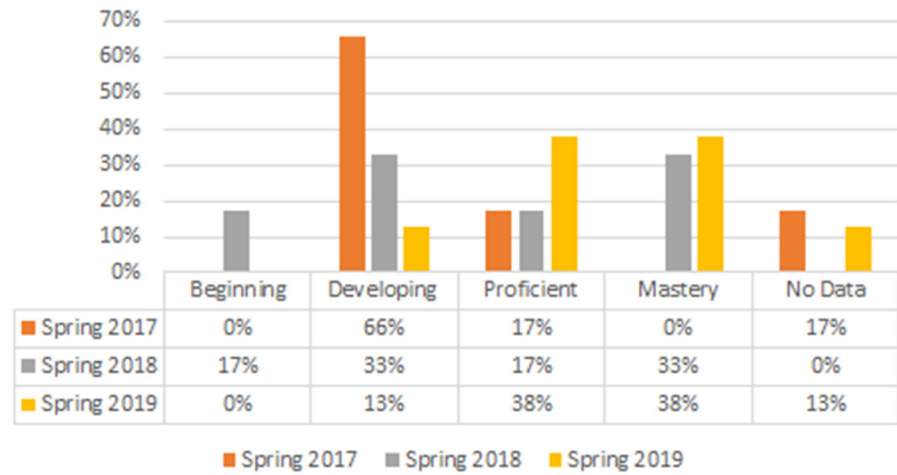
Information Systems Major Assessment Results



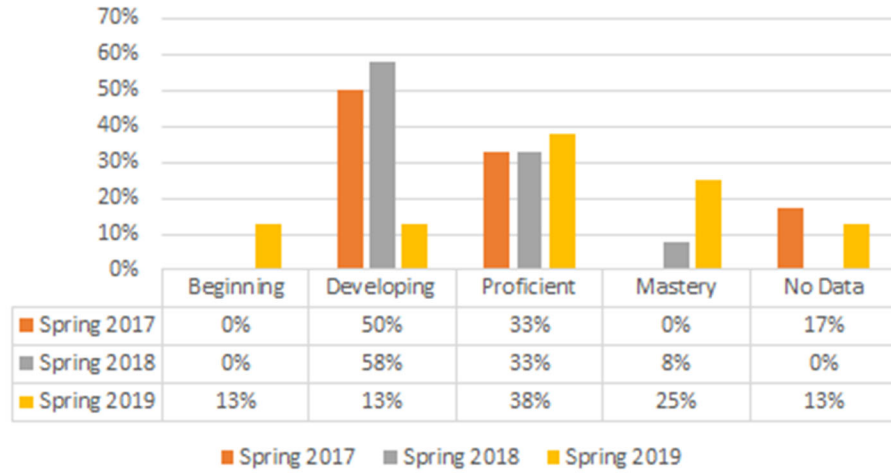
LG # 1 - Programming - Design of Output



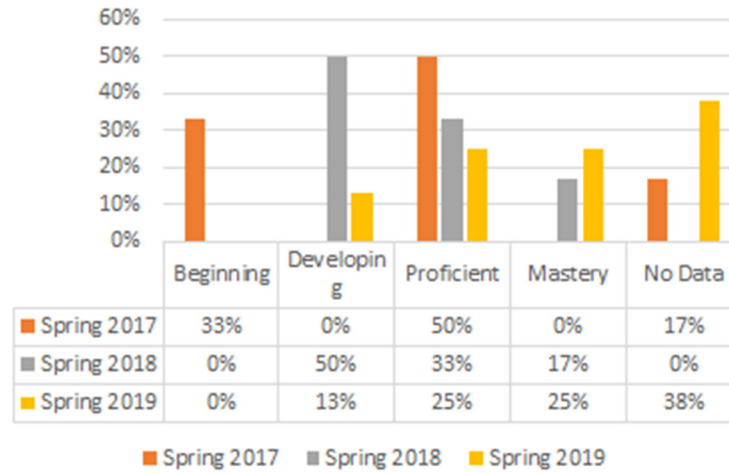
LG # 1 - Programming - Design of Logic



LG # 1 - Programming - Standards



LG # 1 - Programming - Documentation



2019-2020

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
IS 221		Learning Goal #1- Programming									
Program, Function, or Script Execution		X	57%	X	38%	X	5%	X	0%	X	0%
Correct Output		X	43%	X	48%	X	10%	X	0%	X	0%
Design of Output		X	33%	X	48%	X	19%	X	0%	X	0%
Design of Logic		X	43%	X	33%	X	24%	X	0%	X	0%
Standards		X	43%	X	48%	X	10%	X	0%	X	0%
Documentation		X	48%	X	43%	X	10%	X	0%	X	0%
IS 322											
Program, Function, or Script Execution		67%	X	17%	X	17%	X	0%	X	0%	X
Correct Output		50%	X	33%	X	17%	X	0%	X	0%	X
Design of Output		50%	X	17%	X	33%	X	0%	X	0%	X
Design of Logic		67%	X	33%	X	0%	X	0%	X	0%	X
Standards		67%	X	33%	X	0%	X	0%	X	0%	X

Documentation	67%	X	33%	X	0%	X	0%	X	0%	X
IS 321	Learning Goal #2 - Database									
Problem Analysis	*	X	*	X	*	X	*	X	*	X
Entity Relationship Diagram	*	X	*	X	*	X	*	X	*	X
Data Modeling	*	X	*	X	*	X	*	X	*	X
SQL:DDL	*	X	*	X	*	X	*	X	*	X
SQL:DM	*	X	*	X	*	X	*	X	*	X
IS 370										
Problem Analysis	X	18%	X	27%	X	36%	X	9%	X	9%
Entity Relationship Diagram	X	27%	X	55%	X	9%	X	0%	X	9%
Normalization	X	27%	X	55%	X	9%	X	0%	X	9%
SQL:DDL	X	18%	X	27%	X	36%	X	0%	X	18%
SQL:DML	X	36%	X	45%	X	9%	X	0%	X	9%
IS 321	Learning Goal #3 - Design									
Analysis & Design Principles	29%	X	65%	X	6%	X	0%	X	0%	X

Requirements Identification	41%	X	35%	X	24%	X	0%	X	0%	X	
Feasibility Understanding	35%	X	53%	X	12%	X	0%	X	0%	X	
Appropriate Tool Utilization	29%	X	53%	X	18%	X	0%	X	0%	X	
Create Appropriate Documents	29%	X	59%	X	12%	X	0%	X	0%	X	
IS 350											
Analysis & Design Principles	X	33%	X	67%	X	0%	X	0%	X	0%	
Requirements Identification	X	67%	X	33%	X	0%	X	0%	X	0%	
Feasibility Understanding	X	67%	X	33%	X	0%	X	0%	X	0%	
Appropriate Tool Utilization	X	100%	X	0%	X	0%	X	0%	X	0%	
Create Appropriate Documents	X	33%	X	67%	X	0%	X	0%	X	0%	
		Learning Goal #5 - Infrastructure									
IS 311											
Design	X	17%	X	50%	X	8%	X	0%	X	25%	
Network Device	X	0%	X	33%	X	42%	X	0%	X	25%	
Software	X	#	X	#	X	#	X	#	X	#	

Testing & Documentation	X	8%	X	58%	X	8%	X	0%	X	25%
IS 332										
		Learning Goal #6 - Documentation								
IS 221										
Technical Correctness	X	19%	X	29%	X	48%	X	5%	X	0%
Software Tool	X	19%	X	71%	X	5%	X	5%	X	0%
Context	X	33%	X	33%	X	29%	X	5%	X	0%
Content	X	14%	X	48%	X	33%	X	5%	X	0%
Org & Formatting	X	24%	X	14%	X	57%	X	5%	X	0%
Sources	X	10%	X	57%	X	29%	X	5%	X	0%
Syntax	X	19%	X	57%	X	19%	X	5%	X	0%
IS 332										
Technical Correctness	X	X	X	X	X	X	X	X	X	X
Software Tool	X	X	X	X	X	X	X	X	X	X
Context	X	X	X	X	X	X	X	X	X	X
Content	X	X	X	X	X	X	X	X	X	X

Org & Formatting	X	X	X	X	X	X	X	X	X	X	X
Sources	X	X	X	X	X	X	X	X	X	X	X
Syntax	X	X	X	X	X	X	X	X	X	X	X
IS 470											
Technical Correctness	11%	X	33%	X	22%	X	11%	X	22%	X	X
Software Tool	0%	X	11%	X	44%	X	22%	X	22%	X	X
Context	22%	X	22%	X	33%	X	0%	X	22%	X	X
Content	11%	X	33%	X	33%	X	0%	X	22%	X	X
Org & Formatting	0%	X	67%	X	11%	X	0%	X	22%	X	X
Sources	11%	X	56%	X	11%	X	0%	X	22%	X	X
Syntax	0%	X	56%	X	22%	X	0%	X	22%	X	X

- Software component not assessed due to project scale back due to COVID-19

*- Database component not assessed due to lack of projects due to COVID-19

2018-2019

Course	Artifact	Mastery	Proficient	Developing	Beginning	
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		(% of students)		(% of students)		(% of students)		(% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
IS 221		Learning Goal #1- Programming									
Program, Function, or Script Execution		X	38%	X	38%	X	13%	X	0%	X	13%
Correct Output		X	38%	X	38%	X	0%	X	13%	X	13%
Design of Output		X	38%	X	38%	X	13%	X	0%	X	13%
Design of Logic		X	38%	X	38%	X	13%	X	0%	X	13%
Standards		X	25%	X	38%	X	13%	X	13%	X	13%
Documentation		X	25%	X	25%	X	13%	X	0%	X	38%
IS 322											
Program, Function, or Script Execution		13%	X	38%	X	38%	X	0%	X	13%	X
Correct Output		25%	X	38%	X	25%	X	0%	X	13%	X
Design of Output		13%	X	63%	X	13%	X	0%	X	13%	X
Design of Logic		13%	X	25%	X	50%	X	0%	X	13%	X
Standards		13%	X	25%	X	50%	X	0%	X	13%	X
Documentation		0%	X	50%	X	38%	X	0%	X	13%	X

IS 321		Learning Goal #2 - Database									
Problem Analysis		0%	X	43%	X	43%	X	14%	X	0%	X
Entity Relationship Diagram		0%	X	29%	X	57%	X	14%	X	0%	X
Data Modeling		0%	X	21%	X	64%	X	14%	X	0%	X
SQL:DDL		0%	X	14%	X	64%	X	21%	X	0%	X
SQL:DM		0%	X	14%	X	64%	X	21%	X	0%	X
IS 370											
Problem Analysis		X	38%	X	25%	X	38%	X	0%	X	0%
Entity Relationship Diagram		X	0%	X	75%	X	13%	X	13%	X	0%
Normalization		X	13%	X	63%	X	13%	X	13%	X	0%
SQL:DDL		X	38%	X	38%	X	25%	X	0%	X	0%
SQL:DML		X	38%	X	38%	X	25%	X	0%	X	0%
IS 321		Learning Goal #3 - Design									
Analysis & Design Principles		14%	X	36%	X	29%	X	21%	X	0%	X
Requirements Identification		7%	X	29%	X	36%	X	29%	X	0%	X

Feasibility Understanding	0%	X	43%	X	43%	X	14%	X	0%	X	
Appropriate Tool Utilization	14%	X	29%	X	21%	X	36%	X	0%	X	
Create Appropriate Documents	0%	X	21%	X	50%	X	29%	X	0%	X	
IS 350											
Analysis & Design Principles	X	50%	X	17%	X	17%	X	17%	X	0%	
Requirements Identification	X	33%	X	33%	X	17%	X	17%	X	0%	
Feasibility Understanding	X	33%	X	17%	X	33%	X	17%	X	0%	
Appropriate Tool Utilization	X	33%	X	50%	X	0%	X	17%	X	0%	
Create Appropriate Documents	X	33%	X	33%	X	17%	X	17%	X	0%	
		Learning Goal #4 - Security									
IS 362											
Planning	X	X	X	X	X	X	X	X	X	X	
Verification	X	X	X	X	X	X	X	X	X	X	
Description/Analysis	X	X	X	X	X	X	X	X	X	X	
Writing	X	X	X	X	X	X	X	X	X	X	

		Learning Goal #5 - Infrastructure										
IS 311												
Design		X	11%	X	33%	X	44%	X	11%	X	0%	
Network Device		X	0%	X	56%	X	39%	X	6%	X	0%	
Software		X	0%	X	17%	X	72%	X	17%	X	0%	
Testing & Documentation		X	11%	X	33%	X	44%	X	11%	X	0%	
IS 332												
		Learning Goal #6 - Documentation										
IS 221												
Technical Correctness		X	25%	X	25%	X	13%	X	25%	X	13%	
Software Tool		X	25%	X	13%	X	25%	X	25%	X	13%	
Context		X	38%	X	13%	X	13%	X	25%	X	13%	
Content		X	38%	X	13%	X	13%	X	25%	X	13%	
Org & Formatting		X	25%	X	25%	X	13%	X	25%	X	13%	
Sources		X	25%	X	25%	X	13%	X	25%	X	13%	
Syntax		X	25%	X	25%	X	13%	X	25%	X	13%	

IS 332										
Technical Correctness	X		X		X		X		X	
Software Tool	X		X		X		X		X	
Context	X		X		X		X		X	
Content	X		X		X		X		X	
Org & Formatting	X		X		X		X		X	
Sources	X		X		X		X		X	
Syntax	X		X		X		X		X	
IS 470										
Software Tool	0%	X	10%	X	50%	X	30%	X	10%	X
Context	0%	X	20%	X	40%	X	20%	X	20%	X
Content	0%	X	20%	X	40%	X	20%	X	20%	X
Org & Formatting	0%	X	20%	X	40%	X	20%	X	20%	X
Sources	0%	X	20%	X	50%	X	10%	X	20%	X
Syntax	0%	X	0%	X	40%	X	40%	X	20%	X
Technical Correctness	0%	X	20%	X	60%	X	10%	X	10%	X

2017-2018

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
IS 221		Learning Goal #1- Programming									
Program, Function, or Script Execution		0%	25%	44%	33%	22%	33%	0%	8%	0%	0%
Correct Output		0%	8%	44%	58%	22%	25%	0%	8%	0%	0%
Design of Output		0%	0%	22%	58%	44%	42%	0%	0%	0%	0%
Design of Logic		0%	33%	33%	17%	33%	33%	0%	17%	0%	0%
Standards		0%	8%	0%	33%	0%	58%	0%	0%	0%	0%
Documentation		33%	17%	33%	33%	33%	50%	33%	0%	0%	0%
IS 322											
Program, Function, or Script Execution		X	X	X	X	X	X	X	X	X	X
Correct Output		X	X	X	X	X	X	X	X	X	X
Design of Output		X	X	X	X	X	X	X	X	X	X
Design of Logic		X	X	X	X	X	X	X	X	X	X
Standards		X	X	X	X	X	X	X	X	X	X

Documentation	X	X	X	X	X	X	X	X	X	X	X
IS 321	Learning Goal #2 - Database										
Problem Analysis	44%	X	22%	X	33%	X	0%	X	0%	X	
Entity Relationship Diagram	22%	X	56%	X	22%	X	0%	X	0%	X	
Data Modeling	22%	X	33%	X	44%	X	0%	X	0%	X	
SQL:DDL	33%	X	22%	X	44%	X	0%	X	0%	X	
SQL:DM	33%	X	33%	X	33%	X	0%	X	0%	X	
IS 370											
Problem Analysis	X	0%	X	55%	X	45%	X	0%	X	0%	
Entity Relationship Diagram	X	9%	X	45%	X	45%	X	0%	X	0%	
Normalization	X	0%	X	100%	X	0%	X	0%	X	0%	
SQL:DDL	X	9%	X	73%	X	18%	X	0%	X	0%	
SQL:DML	X	27%	X	55%	X	18%	X	0%	X	0%	
IS 321	Learning Goal #3 - Design										
Analysis & Design Principles	33%	X	33%	X	33%	X	0%	X	0%	X	

Requirements Identification	33%	X	33%	X	33%	X	0%	X	0%	X	
Feasibility Understanding	33%	X	33%	X	33%	X	0%	X	0%	X	
Appropriate Tool Utilization	11%	X	44%	X	33%	X	11%	X	0%	X	
Create Appropriate Documents	11%	X	56%	X	33%	X	0%	X	0%	X	
IS 350											
Analysis & Design Principles	X	60%	X	20%	X	20%	X	0%	X	0%	
Requirements Identification	X	40%	X	40%	X	20%	X	0%	X	0%	
Feasibility Understanding	X	20%	X	40%	X	40%	X	0%	X	0%	
Appropriate Tool Utilization	X	60%	X	40%	X	0%	X	0%	X	0%	
Create Appropriate Documents	X	60%	X	20%	X	0%	X	20%	X	0%	
		Learning Goal #4 - Security									
IS 362											
Planning	X	0%	X	89%	X	11%	X	0%	X	0%	
Verification	X	56%	X	33%	X	11%	X	0%	X	0%	
Description/Analysis	X	44%	X	56%	X	0%	X	0%	X	0%	

Writing	X	11%	X	89%	X	0%	X	0%	X	0%
		Learning Goal #5 - Infrastructure								
IS 311										
Design	X	7%	X	53%	X	33%	X	7%	X	0%
Network Device	X	53%	X	40%	X	47%	X	13%	X	0%
Software	X	33%	X	60%	X	27%	X	7%	X	0%
Testing & Documentation	X	7%	X	40%	X	40%	X	13%	X	0%
IS 332										
		Learning Goal #6 - Documentation								
IS 221										
Technical Correctness		17%		33%		50%		0%		0%
Software Tool		42%		33%		25%		0%		0%
Context		42%		33%		0%		25%		0%
Content		33%		17%		25%		25%		0%
Org & Formatting		0%		50%		33%		17%		0%
Sources		17%		42%		25%		17%		0%

Syntax		25%		33%		17%		25%		0%
IS 332										
Technical Correctness	X	X	X	X	X	X	X	X	X	X
Software Tool	X	X	X	X	X	X	X	X	X	X
Context	X	X	X	X	X	X	X	X	X	X
Content	X	X	X	X	X	X	X	X	X	X
Org & Formatting	X	X	X	X	X	X	X	X	X	X
Sources	X	X	X	X	X	X	X	X	X	X
Syntax	X	X	X	X	X	X	X	X	X	X
IS 470										
Software Tool		X		X		X		X		X
Context		X		X		X		X		X
Content		X		X		X		X		X
Org & Formatting		X		X		X		X		X
Sources		X		X		X		X		X
Syntax		X		X		X		X		X

Technical Correctness		X		X		X		X		X
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2016-2017

Course	Artifact	Mastery (% of students)		Proficient (% of students)		Developing (% of students)		Beginning (% of students)		No Data (% of students)	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
IS 221		Learning Goal #1- Programming									
Program, Function, or Script Execution			0%		33%		50%		0%		17%
Correct Output			0%		33%		50%		0%		17%
Design of Output			0%		33%		50%		0%		17%
Design of Logic			0%		17%		66%		0%		17%
Standards			0%		33%		50%		0%		17%
Documentation			0%		50%		0%		33%		17%
IS 322											
Program, Function, or Script Execution		0%	X	9%	X	55%	X	36%	X		X
Correct Output		0%	X	27%	X	73%	X	0%	X		X
Design of Output		0%	X	18%	X	46%	X	36%	X		X

Design of Logic	0%	X	18%	X	46%	X	36%	X		X
Standards	0%	X	0%	X	64	X	36%	X		X
Documentation	0%	X	36%	X	64%	X	0%	X		X
IS 321		Learning Goal #2 - Database								
Problem Analysis	0%	X	0%	X	40%	X	60%	X		X
Entity Relationship Diagram	0%	X	0%	X	10%	X	90%	X		X
Data Modeling	0%	X	0%	X	50%	X	50%	X		X
SQL:DDL	0%	X	0%	X	40%	X	60%	X		X
SQL:DM	0%	X	0%	X	30%	X	70%	X		X
IS 370										
Problem Analysis		0%		78%		22%		0%		0%
Entity Relationship Diagram		0%		33%		45%		22%		0%
Normalization		0%		56%		44%		0%		0%
SQL:DDL		56%		33%		11%		0%		0%
SQL:DML		22%		33%		45%		0%		0%
IS 321		Learning Goal #3 - Design								

Analysis & Design Principles	0%		50%		50%		0%			
Requirements Identification	0%		30%		70%		0%			0%
Feasibility Understanding	0%		60%		40%		0%			0%
Appropriate Tool Utilization	0%		50%		50%		0%			0%
Create Appropriate Documents	0%		30%		40%		30%			0%
IS 350										
Analysis & Design Principles	X	40%	X	60%	X	0%	X	0%	X	0%
Requirements Identification	X	20%	X	60%	X	20%	X	0%	X	0%
Feasibility Understanding	X	40%	X	40%	X	20%	X	0%	X	0%
Appropriate Tool Utilization	X	40%	X	60%	X	0%	X	0%	X	0%
Create Appropriate Documents	X	40%	X	20%	X	40%	X	0%	X	0%
		Learning Goal #4 - Security								
IS 362										
Planning	29%		42%		29%		0%			0%
Verification	14%		57%		29%		0%			0%

Description/Analysis	43%		29%		14%		14%			0%
Writing	0%		57%		29%		14%			0%
		Learning Goal #5 - Infrastructure								
IS 311										
Design		15%		54%		31%		0%		
Network Device		15%		70%		15%		0%		
Software		0%		77%		23%		0%		
Testing & Documentation		0%		61%		31%		8%		
IS 332										
		Learning Goal #6 - Documentation								
IS 221										
Technical Correctness		0%		33%		17%		33%		17%
Software Tool		0%		33%		17%		33%		17%
Context		0%		33%		17%		33%		17%
Content		0%		33%		17%		33%		17%
Org & Formatting		0%		33%		17%		33%		17%

Sources		0%		33%		17%		33%		17%
Syntax		0%		33%		17%		33%		17%
IS 332										
Technical Correctness		0%		100%		0%		0%		
Software Tool		11%		22%		67%		0%		
Context		0%		100%		0%		0%		
Content		0%		100%		0%		0%		
Org & Formatting		0%		100%		0%		0%		
Sources		0%		67%		33%		0%		
Syntax		0%		89%		11%		0%		
IS 470										
Software Tool	0%		100%		0%		0%			
Context	33%		0%		67%		0%			
Content	33%		67%		0%		0%			
Org & Formatting	33%		0%		67%		0%			
Sources	33%		0%		67%		0%			

Syntax	0%		67%		33%		0%			
Technical Correctness	0%		33%		67%		0%			

IS 311 was removed from Learning Goal 4 beginning in 2016-17 AY.

X = Course not offered that term.