**BA in Art (Business)**

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| **ULO** | **CWEO 4** | **Learning Outcome** | **Courses** | **Measure/Assessment Techniques** | **Timeline** | **Results/ Findings** | **Action Plan** |
| * + - 1. **2. Breadth and depth of knowledge** Develop knowledge common to the liberal arts and sciences in the fields of arts, humanities, natural sciences, and social sciences. Students will also develop specialized knowledge and disciplinary expertise | * + - 1. **4.1 Breadth and depth of knowledge:** Understanding the foundational content and philosophical assumptions of one’s specialized area of study | Demonstrates a comprehension of western art history and an ability to articulate theories, criticism of images | ARTH 150, 151 | 75% of students receive an 85 on research paper | Fall 2016 |  |  |
| * + - 1. *2* | * + - 1. *4.1* | Demonstrates foundational design skills necessary for problem solving and for understanding, composing, and evaluating the visual arts. | ART 182, 282 | 75% of students receive an 85 on research paper | Fall 2017 |  |  |
| * + - 1. *2* | * + - 1. *4.1* | Demonstrates a basic understanding of foundational principles of business, marketing and economic practices | ACCT 141, MRYT 230, BUSA 381, 382 | 75% of students receive an 85 final grade | Fall 2018 |  |  |
| * + - 1. *2* | * + - 1. *4.1* | Demonstrates a basic understanding of Business Law | BUSA 381 | 75% of students receive an 85 on final grade | Fall 2019 |  |  |
| * + - 1. **4.2 Specialized scholarship.** Become proficient in the scholarship of their discipline and demonstrate specialized skills needed to pursue a career and/or graduate school | **4.2 Scholarship:** Engaging in scholarship in one’s specialized area of study; | Interaction with professional on site business environment | Added following:  INTE 394 Internship and Monthly Seminar | 75% of students receive an 85 final grade | Fall 2016 |  |  |
|  |  |  |  |  |  |  |  |
| **4.3 Specialized skills** Become proficient in the scholarship of their discipline and demonstrate specialized skills needed to pursue a career and/or graduate school | **4.3 Specialized skills:** Developing proficiency in one’s specialized area of study sufficient to pursue a career and/or continue education at the graduate level | Demonstrates an understanding of the role of visual images in the broader culture, with particular attention to the relationship between visual and verbal information. | ART 493  ART 209, 309 | 75% of students receive an 85 on research paper | Fall 2017 |  |  |
| *4.3* |  | Demonstrates an ability to conduct research in areas of history, theory, and process. | ART 209, 309 | 75% of students receive an 85 on research paper | Fall 2018 |  |  |
| **5. Self-Awareness** Gain awareness of identity, character, and vocational calling | **4.4 Intrapersonal Awareness:** Gaining an awareness of options for employment, voluntary service, and/or graduate education in one’s specialized area of study | Experiences contact with the art world through exhibits, internships and other employment, and the presence of visiting artists, designers, critics, art historians, and related speakers | Added following:  INTE 394 ARTM 401 | 75% of students receive an 85 for final grade | Fall 2019 |  |  |
| *5* | *4.4* | Demonstrates a knowledge of sources of information and opportunities for employment and the practice of art as a profession. | ART 401 | 75% of students receive an 85 for final grade | Fall 2016 |  |  |
| **3. Faith knowledge & application** Develop informed and mature convictions about Christian faith and practice | **4.5 Faith knowledge & application:** Articulating how faith connects to one’s specialized area of study and to potential career options in that area of study | Demonstrates an understanding of the historical and formal connections between Christianity and the visual arts. | ART 493 | 75% of students receive an 85 on integration paper | Fall 2017 |  |  |
|  | Marketing techniques 4.5 | Demonstrates an ability to articulate the relationship between faith and creative work. | ART 493 | 75% of students receive an 85 integration paper | Fall 2018 |  |  |

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