**Business Department Core Updated: 1/31/2018**

Mission: Mission: The mission of the Department of Business is to graduate excellent students of exemplary character who have a Christian worldview, a global perspective, and a passion to serve Christ in the marketplace and the world.

| **Associations /** CWEMLOs | **Student Learning Outcome / Objective** (Students will demonstrate the ability to +[Bloom’s action verb]+ [something] | **Courses** in which **students receive feedback** on this learning objective. | **Measure** (Method to gauge achievement of expected results) | **Target** (Overall level for satisfactory performance ) | **Timeline** (How often will data be collected?) | **Finding** (Assessment results)***Findings now listed elsewhere*** | **Action Plan** (Based on the findings, what do you plan to do?***Action plans now listed elsewhere*** |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **All BUSA Programs (majors & concentration) must demonstrate proficiency in the following objectives** |  |  |  |  |  |  |
| **Breadth and depth of knowledge: Students will 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** | Students will apply foundational content related to what our accrediting body calls the Common Professional Component—disciplinary areas in which all business majors need to be proficient regardless of their major. These areas are:* Marketing
* Finance
* Accounting
* Management
* Law
* Economics
* Ethics
* Global
* Information Systems
* Global
* Quantitative
* Integrative
 | ACCT 141, ACCT 242, BUSA 102, BUSA 120, BUSA 350; BUSA 381; BUSA 459; ECON 120; ECON 220; MRKT 230 | ETS Major Field Test | Percentile Targets: Overall 85; Accounting subscale: 85; Economics 80; Quantitative analysis 80; Finance 85; Marketing 90; Legal & social: 90: Information systems: 65; International issues: 80 | Every other year | See WEAVE | See WEAVE |
| **Breadth and depth of knowledge** (continued) | Students will apply marketing concepts, strategies and tactics.* To explain the "marketing concept," or what it means to have a market orientation
* To be able to summarize key marketing strategies: competitive advantage, segmentation, B2B, positioning, CRM, and branding
* To recall marketing tactics involving products, distribution, communication, and pricing (i.e., the 4 Ps)
 | MRKT 130 | Marketing Assessment (Qualtrics) given in MRKT 130 | At least 75% of students achieve at least 85% on Marketing Assessment. | Data collected every semester and analyzed Every other year. | See WEAVE | See WEAVE |
| **Specialized skills and scholarship: Students will become proficient in the scholarship of their discipline and demonstrate specialized skills required for employment**  | Use ACCT 141 and 242 (or ACCT 131) course material and online data gathering techniques to develop a comprehensive corporate financial analysis report | ACCT 242 (or ACCT 131) | Project in ACCT 242 (or ACCT 131) | At least 75% of students achieve at least 85% project score | Data gathered every semester and assessed every other year | See WEAVE | See WEAVE |
| **Intrapersonal Awareness: Students will gain self-awareness of identity, character, and vocational calling** | Articulate their awareness of their self-identity and vocational calling. | ACCT 141; ACCT 242; BUSA 120; 381; BUSA 459; ECON 120, ECON 220, MRKT 130 | Faith integration paper in capstone (BUSA 459)NEW RUBRIC TO BE DEVELOPED | 85% of sample papers score at least 3 out of 4 on rubric line for self-identity and vocational calling | Every other year, 2017, 2019, 2021 | See WEAVE | See WEAVE |
| **Intrapersonal Awareness: Students will gain self-awareness of identity, character, and vocational calling** | Articulate their awareness of their self-identity and vocational calling. | ACCT 141; ACCT 242; BUSA 120; 381; BUSA 459; ECON 120, ECON 220, MRKT 130 | Item in senior survey | 90% of students will answer the item correctly | Every other year, 2019, 2021 |  |  |
| **Faith knowledge & application: Students will develop informed and mature convictions about Christian faith and practice** | Articulate the importance of Christian principles, ethics, personal and company values, and socially responsible business practices. | ACCT 141; ACCT 242; BUSA 120; 381; BUSA 459; ECON 120, ECON 220, MRKT 130 | Faith integration paper in capstone (BUSA 459) | 85% of sample papers score at least 3 out of 4 on rubric line for Christian ethics and values. | Every other year, 2017, 2019, 2021 | See WEAVE | See WEAVE |
| **Faith knowledge & application: Students will develop informed and mature convictions about Christian faith and practice** | Articulate the importance of Christian principles, ethics, personal and company values, and socially responsible business practices. | ACCT 141; ACCT 242; BUSA 120; 381; BUSA 459; ECON 120, ECON 220, MRKT 130 | Item in senior survey | 90% of students will answer the item correctly | Every other year, 2019, 2021 |  |  |