**College of Business Courses**

If you are teaching any of the courses listed below this semester,   
there are assessments you need to take.  
**Control-Click on the course number for more information.**Note: Some courses have multiple assessments in a semester, but they are all listed on one page.

[ACCT 3320](#_Toc386200568)

[ACCT 4312](#_Toc386200569)

[ACCT 4315](#_Toc386200570)

[ACCT 4317](#_Toc386200571)

[ACCT 6309](#_Toc386200572)

[ACCT 6310](#_Toc386200573)

[ECON 1310](#_Toc386200574)

[ECON 2310](#_Toc386200575)

[ECON 2320](#_Toc386200576)

[ECON 2321](#_Toc386200577)

[ECON 4375](#_Toc386200578)

[FINA 2330](#_Toc386200579)

[FINA 3330](#_Toc386200580)

[INSU 3315](#_Toc386200581)

[MBA 6308](#_Toc386200582)

[MGMT 2301](#_Toc386200583)

[MGMT 2341](#_Toc386200584)

[MGMT 3340](#_Toc386200585)

[MGMT 3344](#_Toc386200586)

[MGMT 4347](#_Toc386200587)

[MGMT 4348](#_Toc386200588)

[MGMT 4376](#_Toc386200589)

[MIS 3321](#_Toc386200590)

[MIS 3328](#_Toc386200591)

[MKTG 2376](#_Toc386200592)

[MKTG 4355](#_Toc386200593)

[QMTH 2330](#_Toc386200594)

[FYS Sections](#_Toc386200595)

**Assessment data collected should be returned to the COB Director of Assessment  
on the date final semester grades are due  
using an Excel spreadsheet (or other reporting format), which will available later in the semester.**

# ACCT 3320

|  |  |
| --- | --- |
| Goal | Responsible Living |
| HLC-Core Objective | Students completing the UCA Core Program will  2. Analyze the effect that decisions have on self, others, and the environment (Recognize the consequences of decision making.)  3. Evaluate and practice strategies leading to individual and social well-being (Evaluate practices that lead to personal and social well-being.) |
| Evaluation | Rubric: Responsible Living rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

# ACCT 4312

|  |  |
| --- | --- |
| Goal | Understand Discipline-specific Topics |
| HLC-Program Objective | Students will be able to demonstrate understanding of all areas of accounting on a comprehensive accounting exam. |
| Evaluation | Comprehensive Exam |

# ACCT 4315

|  |  |
| --- | --- |
| Goal | Critical Thinking & Analytical Thinking Skills |
| AACSB Objective | Students will be able to Accurately apply the appropriate quantitative skills to solve specific problems in various business disciplines. |
| Evaluation | Pre-test and Post-test |

# ACCT 4317

|  |  |
| --- | --- |
| Goal | Communication—Writing |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  b. Use appropriate conventions and strategies in written communication for various audiences and purposes |
| AACSB Objective | Students will be able to produce professional quality written documents. |
| Evaluation | Rubric: Written communication (C1b) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

|  |  |
| --- | --- |
| Goal | Communication—Collaboration |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  c. Individually apply appropriate verbal and nonverbal strategies to promote collaboration |
| Evaluation | Rubric: Collaboration (C1c) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

# ACCT 6309

|  |  |
| --- | --- |
| Goal | Competence in the theory and practice of Accounting |
| AACSB Objective | Students will be able to Correctly apply tax law. |
| Evaluation | Rubric: MAcc Tax rubric found at [www.uca.edu/business/about/assessment/rubrics/](http://www.uca.edu/business/about/assessment/rubrics/) |

|  |  |
| --- | --- |
| Goal | Information Management |
| AACSB Objective | Students will be able to Locate the appropriate quality and quantity of information needed to solve a problem. |
| Evaluation | Rubric: MAcc Tax rubric found at [www.uca.edu/business/about/assessment/rubrics/](http://www.uca.edu/business/about/assessment/rubrics/) |

# ACCT 6310

|  |  |
| --- | --- |
| Goal | Competence in the theory and practice of Accounting |
| AACSB Objective | Students will be able to Correctly apply financial accounting standards. |
| Evaluation | Rubric: MAcc Financial Accounting rubric found at [www.uca.edu/business/about/assessment/rubrics/](http://www.uca.edu/business/about/assessment/rubrics/) |

|  |  |
| --- | --- |
| Goal | Communication |
| AACSB Objective | Students will be able to Communicate effectively in writing. |
| Evaluation | Rubric: MAcc writing rubric found at [www.uca.edu/business/about/assessment/rubrics/](http://www.uca.edu/business/about/assessment/rubrics/) |

# ECON 1310

|  |  |
| --- | --- |
| Goal | Responsible Living |
| HLC-Core Objective | Students completing the UCA Core Program will  1. Describe ways in which ethical principles affect human choices (Explain ethical dimensions of human choices.)  2. Analyze the effect that decisions have on self, others, and the environment (Recognize the consequences of decision making.)  3. Evaluate and practice strategies leading to individual and social well-being (Evaluate practices that lead to personal and social well-being.) |
| Evaluation | Rubric: Responsible living rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

***If you are teaching a First Year Seminar course, you have additional assessments, which you will find by clicking*** [***here***](#_FYS_Sections)***.***

# ECON 2310

|  |  |
| --- | --- |
| Goal | Diversity (UCA-Core) Global Business Environment (AACSB) |
| HLC-Core Objective | Students completing the UCA Core Program will Analyze their own cultural assumptions in the context of the world’s diverse values, traditions, and belief systems  a. Articulate one's own cultural values and assumptions  b. Compare cultural values across a range of cultures  c. Respond to complex questions with answers that reflect multiple cultural perspectives |
| Evaluation | Rubric: Diversity (D1) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

***If you are teaching a First Year Seminar course, you have additional assessments, which you will find by clicking*** [***here***](#_FYS_Sections)***.***

# ECON 2320

|  |  |
| --- | --- |
| Goal | Critical Inquiry |
| HLC-Core Objective | Students completing the UCA Core Program will Demonstrate a knowledge base that helps them ask more informed questions and learn more complex concepts  a. Demonstrate an understanding of the basic concepts and principles in the discipline  b. Find and evaluate appropriate information based on knowledge of subject and technology  c. Apply appropriate modes of academic inquiry and analysis to develop and evaluate a position on significant questions in the discipline |
| Evaluation | Rubric: Critical Inquiry (I1) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

***If you are teaching a First Year Seminar course, you have additional assessments, which you will find by clicking*** [***here***](#_FYS_Sections)***.***

# ECON 2321

|  |  |
| --- | --- |
| Goal | Critical Inquiry |
| HLC-Core Objective | Students completing the UCA Core Program will Demonstrate a knowledge base that helps them ask more informed questions and learn more complex concepts  a. Demonstrate an understanding of the basic concepts and principles in the discipline  b. Find and evaluate appropriate information based on knowledge of subject and technology  c. Apply appropriate modes of academic inquiry and analysis to develop and evaluate a position on significant questions in the discipline |
| Evaluation | Rubric: Critical inquiry (I1) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

***If you are teaching a First Year Seminar course, you have additional assessments, which you will find by clicking*** [***here***](#_FYS_Sections)***.***

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# ECON 4375

|  |  |
| --- | --- |
| Goal | Diversity |
| HLC-Core Objective | Students completing the UCA Core Program will Analyze their own cultural assumptions in the context of the world’s diverse values, traditions, and belief systems a. Articulate one's own cultural values and assumptions  b. Compare cultural values across a range of cultures  c. Respond to complex questions with answers that reflect multiple cultural perspectives |
| Evaluation | Rubric: Diversity (D1) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

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# FINA 2330

|  |  |
| --- | --- |
| Goal | Responsible Living |
| HLC-Core Objective | Students completing the UCA Core Program will  1. Describe ways in which ethical principles affect human choices (Explain ethical dimensions of human choices.)  2. Analyze the effect that decisions have on self, others, and the environment (Recognize the consequences of decision making.)  3. Evaluate and practice strategies leading to individual and social well-being (Evaluate practices that lead to personal and social well-being.) |
| Evaluation | Rubric: Responsible living rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

***If you are teaching a First Year Seminar course, you have additional assessments, which you will find by clicking*** [***here***](#_FYS_Sections)***.***

# FINA 3330

|  |  |
| --- | --- |
| Goal | Critical Inquiry |
| AACSB Objective | Students will be able to Accurately apply the appropriate quantitative skills to solve specific problems in various business disciplines. |
| Evaluation | Pretest and Posttest |

|  |  |
| --- | --- |
| Goal | Critical Inquiry |
| HLC-Core Objective | Students completing the UCA Core Program will Use quantitative and computational processes in order to solve real-world problems |
| Evaluation | Rubric: Critical inquiry (I1) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

***\*These two assessments can use the same measure.***

# INSU 3315

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| --- | --- |
| Goal | Understand Discipline-specific Topics |
| HLC-Program Objective | Students will be able to obtain the nationally recognized UAcIC (Undergraduate Associate Certified Insurance Counselor) designation |
| Evaluation | UACIC Life and Health Exam |

# MBA 6308

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| --- | --- |
| Goal | Communication—Oral |
| AACSB Objective | Students will be able to Provide organizations with effective executive management through their professional oral communication skills. |
| Evaluation | Rubric: MBA oral communication rubric found at [www.uca.edu/business/about/assessment/rubrics/](http://www.uca.edu/business/about/assessment/rubrics/) |

# MGMT 2301

|  |  |
| --- | --- |
| Goal | Communication—Oral |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  a. Use appropriate conventions and strategies in oral communication for various audiences and purposes |
| AACSB Objective | Students will be able to Deliver professional quality oral presentations. |
| Evaluation | Rubric: Oral communication (C1a) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

***If you are teaching a First Year Seminar course, you have additional assessments, which you will find by clicking*** [***here***](#_FYS_Sections)***.***

# MGMT 2341

|  |  |
| --- | --- |
| Goal | Critical Inquiry |
| HLC-Core Objective | Students completing the UCA Core Program will Demonstrate a knowledge base that helps them ask more informed questions and learn more complex concepts  a. Demonstrate an understanding of the basic concepts and principles in the discipline  b. Find and evaluate appropriate information based on knowledge of subject and technology  c. Apply appropriate modes of academic inquiry and analysis to develop and evaluate a position on significant questions in the discipline |
| Evaluation | Rubric: Critical inquiry (I1) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

***If you are teaching a First Year Seminar course, you have additional assessments, which you will find by clicking*** [***here***](#_FYS_Sections)***.***

# MGMT 3340

|  |  |
| --- | --- |
| Goal | Diversity (HLC-Core) |
| HLC-Core Objective | Students completing the UCA Core Program will Analyze their own cultural assumptions in the context of the world’s diverse values, traditions, and belief systems  a. Articulate one's own cultural values and assumptions  b. Compare cultural values across a range of cultures  c. Respond to complex questions with answers that reflect multiple cultural perspectives |
| Evaluation | Rubric: Diversity (D1) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

# MGMT 3344

|  |  |
| --- | --- |
| Goal | Critical Thinking & Analytical Thinking Skills |
| AACSB Objective | Students will be able to Accurately apply the appropriate quantitative skills to solve specific problems in various business disciplines. |
| Evaluation | Pre-test and Post-test |

# MGMT 4347

|  |  |
| --- | --- |
| Goal | Critical Inquiry (HLC-Core) Understanding of a Broad Range of Business Disciplines (AACSB) |
| HLC-Core Objective | Students completing the UCA Core Program will Demonstrate a knowledge base that helps them ask more informed questions and learn more complex concepts  a. Demonstrate an understanding of the basic concepts and principles in the discipline  b. Find and evaluate appropriate information based on knowledge of subject and technology  c. Apply appropriate modes of academic inquiry and analysis to develop and evaluate a position on significant questions in the discipline |
| AACSB Objective | Students will be able to Demonstrate comprehension of key concepts and theories in various functional areas of business, and demonstrate the ability to draw on knowledge and insights from a variety of disciplines when analyzing and formulating solutions to problems and opportunities. |
| Evaluation | Rubric: <http://uca.edu/gened/files/2013/05/ucacore-rubric-pilot-I1.pdf> ***and scores from Capstone © Comp-XM exam*** |

|  |  |
| --- | --- |
| Goal | Communication—Written |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  b. Use appropriate conventions and strategies in written communication for various audiences and purposes |
| Evaluation | Rubric: Written Communication (C1b) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

|  |  |
| --- | --- |
| Goal | Communication—Collaboration |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  c. Individually apply appropriate verbal and nonverbal strategies to promote collaboration |
| AACSB Objective | Students will be able to Work in teams to solve business problems. |
| Evaluation | Rubric: Collaboration (C1c) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment)  ***and scores from Capstone©*** |

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# MGMT 4348

|  |  |
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| Goal | Communication—Written |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  b. Use appropriate conventions and strategies in written communication for various audiences and purposes |
| AACSB Objective | Students will be able to produce professional quality written documents. |
| Evaluation | Rubric: Written communication (C1b) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

|  |  |
| --- | --- |
| Goal | Communication—Collaboration |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  c. Individually apply appropriate verbal and nonverbal strategies to promote collaboration |
| Evaluation | Rubric: Collaboration (C1c) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

|  |  |
| --- | --- |
| Goal | Understand Discipline-specific Topics |
| HLC-Program Objective | Students will demonstrate decision-making, organizing, and interaction knowledge and skills needed in the global business environment on a research project. |
| Evaluation | Rubric: MGMT 4348 rubric found at [www.uca.edu/business/about/assessment/rubrics/](http://www.uca.edu/business/about/assessment/rubrics/) |

# MGMT 4376

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| --- | --- |
| Goal | Understand Discipline-specific Topics (HLC-Program) |
| HLC-Program Objective | Students will be able to create and present a business plan as part of the MGMT 4376 class. The course professor will review the business plan and its presentation using the attached score sheet. |
| Evaluation | Rubric: MGMT 4376 rubric found at [www.uca.edu/business/about/assessment/rubrics/](http://www.uca.edu/business/about/assessment/rubrics/) |

|  |  |
| --- | --- |
| Goal | Communication—Written |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  b. Use appropriate conventions and strategies in written communication for various audiences and purposes |
| AACSB Objective | Students will be able to produce professional quality written documents. |
| Evaluation | Rubric: Written communication (C1b) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

|  |  |
| --- | --- |
| Goal | Communication—Oral |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  a. Use appropriate conventions and strategies in oral communication for various audiences and purposes |
| Evaluation | Rubric: Oral communication (C1a) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

# MIS 3321

|  |  |
| --- | --- |
| Goal | Responsible Living |
| HLC-Core Objective | Students completing the UCA Core Program will  1. Describe ways in which ethical principles affect human choices (Explain ethical dimensions of human choices.)  2. Analyze the effect that decisions have on self, others, and the environment (Recognize the consequences of decision making.) |
| Evaluation | Rubric: Responsible living rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) \*\*\*Note: R1 has 2 traits. R2 has 1 trait. A total of 3 traits are assessed. |

# MIS 3328

|  |  |
| --- | --- |
| Goal | Communication—Written |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  b. Use appropriate conventions and strategies in written communication for various audiences and purposes |
| AACSB Objective | Students will be able to produce professional quality written documents. |
| Evaluation | Rubric: Written communication (C1b) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

|  |  |
| --- | --- |
| Goal | Communication—Collaboration |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  c. Individually apply appropriate verbal and nonverbal strategies to promote collaboration |
| Evaluation | Rubric: Collaboration (C1c) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

|  |  |
| --- | --- |
| Goal | Understand Discipline-specific Topics |
| HLC-Program Objective | Students will be able to Understand the system development life cycle and apply the most appropriate methodologies and tools to resolve organization information system issues and communicate appropriate solutions. |
| Evaluation | Comprehensive exam |

# MKTG 2376

|  |  |
| --- | --- |
| Goal | Communication—Oral |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  a. Use appropriate conventions and strategies in oral communication for various audiences and purposes |
| AACSB Objective | Students will be able to Deliver professional quality oral presentations. |
| Evaluation | Rubric: Oral communication (C1a) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

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# MKTG 4355

|  |  |
| --- | --- |
| Goal | Communication—Oral |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  a. Use appropriate conventions and strategies in oral communication for various audiences and purposes |
| Evaluation | Rubric: Oral communication (C1a) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

|  |  |
| --- | --- |
| Goal | Communication—Written |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  b. Use appropriate conventions and strategies in written communication for various audiences and purposes |
| Evaluation | Rubric: Written communication (C1b) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

|  |  |
| --- | --- |
| Goal | Discipline-specific Knowledge |
| HLC-Program Objective | Students will be able to demonstrate promotion, retailing, sales and marketing management skills needed in a global business environment |
| Evaluation | Rubric: MKTG 4355 rubric found at [www.uca.edu/business/about/assessment/rubrics/](http://www.uca.edu/business/about/assessment/rubrics/) |

# QMTH 2330

|  |  |
| --- | --- |
| Goal | Critical Thinking & Analytical Thinking Skills |
| AACSB Objective | Students will be able to Accurately apply the appropriate quantitative skills to solve specific problems in various business disciplines. |
| Evaluation | Pre-test and Post-test |

# FYS Sections

|  |  |
| --- | --- |
| Goal | Communication—Written |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  b. Use appropriate conventions and strategies in written communication for various audiences and purposes |
| Evaluation | Rubric: Written communication (C1b) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

|  |  |
| --- | --- |
| Goal | Communication—Collaboration |
| HLC-Core Objective | Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups  c. Individually apply appropriate verbal and nonverbal strategies to promote collaboration |
| Evaluation | Rubric: Collaboration (C1c) rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |

|  |  |
| --- | --- |
| Goal | Knowledge of Core |
| HLC-Core Objective | Students completing the UCA Core Program will understand (a) the mission, goals, and core values of the UCA Core, (b) how the four core competencies relate to the mission and goals, and (c) how the structure of the UCA Core contributes to developing those competencies throughout a student’s course of study. |
| Evaluation | Rubric: FYS rubric found at [www.uca.edu/gened/assessment](http://www.uca.edu/gened/assessment) |