**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 2321](#_Toc427564155)

[ACCT 2376](#_Toc427564156)

[ACCT 6310](#_Toc427564157)

[ACCT 6350](#_Toc427564158)

[ECON 1310](#_Toc427564159)

[ECON 2310](#_Toc427564160)

[ECON 2320](#_Toc427564161)

[ECON 2321](#_Toc427564162)

[FINA 2330](#_Toc427564163)

[INSU 3315](#_Toc427564164)

[MGMT 2341](#_Toc427564165)

[MGMT 4376](#_Toc427564166)

[MIS 2343](#_Toc427564167)

[FYS Sections](#_Toc427564168)

**Assessment data collected should be returned to the COB Director of Assessment  
on the date final semester grades are due  
using an Excel spreadsheet, which will be emailed to you later in the semester.**

# ACCT 2321

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| Learning Goal | Ethical Reasoning Ability |
| Objective | Students will be aware of legal issues inherent in business decisions |
| Measure | Students will demonstrate knowledge of government regulation, employment law, property law, and contract law. Students will be assessed by their performance on objective questions embedded in an exam. |
| Benchmark | Mean score of students will be 70% or above. |
| Evaluation | Mean score for each category and overall |
| Reporting Form | COB\_ACCT2321.xlsx at <http://uca.edu/business/about/assessment/rubrics/> (not yet posted) You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

***If you are teaching a First Year Seminar course, you have additional assessments, which you will find by clicking*** [***here***](#_FYS_Sections_1)***.***

# ACCT 2376

|  |  |
| --- | --- |
| Learning Goal | Ethical Reasoning Ability |
| Objective | Students will be aware of legal issues inherent in business decisions |
| Measure | Students will demonstrate knowledge of government regulation, employment law, property law, and contract law. Students will be assessed by their performance on objective questions embedded in an exam. |
| Benchmark | Mean score of students will be 70% or above. |
| Evaluation | Mean score for each category and overall |
| Reporting Form | COB\_ACCT2321.xlsx at <http://uca.edu/business/about/assessment/rubrics/> (not yet posted) You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

***If you are teaching a First Year Seminar course, you have additional assessments, which you will find by clicking*** [***here***](#_FYS_Sections_1)***.***

# ACCT 6310

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| Learning Goal | Our MAcc students will be competent in the theory and practice of accounting. |
| Objective | Students will be able to correctly apply financial accounting standards |
| Measure | Students will complete test questions requiring the application of financial accounting concepts. The questions will be assessed with the Financial Accounting Rubric. |
| Benchmark | 80% of students will earn at least three (16) points of the six (20) points possible for the questions. |
| Evaluation | Rubric: MAcc Financial Accounting Standards at <http://uca.edu/business/about/assessment/rubrics/> |
| Reporting Form | MAcc\_Financial.xlsx at <http://uca.edu/business/about/assessment/rubrics/> (not yet posted) You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

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| Learning Goal | Our graduates shall be aware of the global perspective and the effects of the global marketplace. |
| Objective | Students will be able to interpret and apply international financial accounting standards. |
| Measure | Students will complete test questions requiring the application of international financial accounting concepts. |
| Benchmark | 80% of students will earn at least three (16) points of the six (20) points possible for the questions. |
| Evaluation | Rubric: MAcc Financial Accounting Standards at <http://uca.edu/business/about/assessment/rubrics/> |
| Reporting Form | MAcc\_Financial.xlsx at <http://uca.edu/business/about/assessment/rubrics/> (not yet posted) You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

# ACCT 6350

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| Learning Goal | Our MAcc students will be able to demonstrate effective leadership. |
| Objective | Students will possess the qualities necessary for effective leadership |
| Measure | Students will demonstrate whether they possess leadership qualities in classroom interactions; student performance will be assessed using the Leadership Rubric. |
| Benchmark | 80% of students will earn at least 98 points of the 140 points possible on the rubric. |
| Evaluation | Rubric: MAcc Leadership at <http://uca.edu/business/about/assessment/rubrics/> |
| Reporting Form | MAcc\_Leadership.xlsx at <http://uca.edu/business/about/assessment/rubrics/> (not yet posted) You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

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| Learning Goal | Our MAcc students will be able to think dynamically. |
| Objective | Students will be able to speak on unprepared topics |
| Measure | Students will give presentations on topics for which they have not prepared in advance. The presentations will be assessed with the Dynamic Thinking Rubric. |
| Benchmark | 80% of students will earn at least 17 points of the 25 points possible on the rubric. |
| Evaluation | Rubric: MAcc Dynamic Thinking at <http://uca.edu/business/about/assessment/rubrics/> |
| Reporting Form | MAcc\_Dynamic.xlsx at <http://uca.edu/business/about/assessment/rubrics/> (not yet posted) You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

# ECON 1310

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| --- | --- |
| Learning Goal | Our graduates shall understand responsible living – the ability to address real-world problems and find ethical solutions for individuals and society. |
| Objective | Students will be able to make appropriate recommendations based on discipline-specific knowledge to address an issue of scenario and evaluate the effect that decision has on the well-being of self, other, society, and/or environment. |
| Measure | To be determined by course instructor |
| Benchmark | Not available |
| Evaluation | Rubric: Responsible Living B at <http://uca.edu/core/assessment/> |
| Reporting Form | Forthcoming  You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

***If you are teaching a First Year Seminar course, you have additional assessments, which you will find by clicking*** [***here***](#_FYS_Sections_1)***.***

# ECON 2310

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| Learning Goal | Our graduates shall have the ability to analyze familiar cultural assumptions in the context of the world’s diverse values, traditions, and belief systems as well as to analyze the major ideas, techniques and processes that inform creative works within different cultural and historical contexts. |
| Objective | Students will analyze or compare diverse values, traditions, belief systems, and/or perspectives. |
| Measure | To be determined by course instructor |
| Benchmark | Not available |
| Evaluation | Rubric: Diversity B Rubric at <http://uca.edu/core/assessment/> |
| Reporting Form | Forthcoming  You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

***If you are teaching a First Year Seminar course, you have additional assessments, which you will find by clicking*** [***here***](#_FYS_Sections_1)***.***

# ECON 2320

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| Learning Goal | Our graduates shall have the ability to analyze new problems and situations and formulate informed options and conclusions. |
| Objective | Students will apply quantitative and computations processes to solve problems. |
| Measure | To be determined by course instructor |
| Benchmark | Not available |
| Evaluation | Rubric: Critical Inquiry Rubric C at <http://uca.edu/core/assessment/> |
| Reporting Form | Forthcoming  You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

***If you are teaching a First Year Seminar course, you have additional assessments, which you will find by clicking*** [***here***](#_FYS_Sections_1)***.***

# ECON 2321

|  |  |
| --- | --- |
| Learning Goal | Our graduates shall have the ability to analyze new problems and situations and formulate informed options and conclusions. |
| Objective | Students will apply quantitative and computations processes to solve problems. |
| Measure | To be determined by course instructor |
| Benchmark | Not available |
| Evaluation | Rubric: Critical Inquiry Rubric C at <http://uca.edu/core/assessment/> |
| Reporting Form | Forthcoming  You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

***If you are teaching a First Year Seminar course, you have additional assessments, which you will find by clicking*** [***here***](#_FYS_Sections_1)***.***

# FINA 2330

|  |  |
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| Learning Goal | Our graduates shall understand responsible living – the ability to address real-world problems and find ethical solutions for individuals and society. |
| Objective | Students will be able to make appropriate recommendations based on discipline-specific knowledge to address an issue of scenario and evaluate the effect that decision has on the well-being of self, other, society, and/or environment. |
| Measure | To be determined by course instructor |
| Benchmark | Not available |
| Evaluation | Rubric: Responsible Living B at <http://uca.edu/core/assessment/> |
| Reporting Form | Forthcoming  You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

***If you are teaching a First Year Seminar course, you have additional assessments, which you will find by clicking*** [***here***](#_FYS_Sections_1)***.***

# INSU 3315

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| Learning Goal | Our graduates shall possess knowledge appropriate to the practice of their major discipline. |
| Objective | Insurance & Risk Management graduates will possess the skills and knowledge base necessary to effectively counsel clients about insurance and risk management strategies and products. |
| Measure | Students will take the UACIC Life and Health Exam as a final in INSU 3315. This exam is the first of two parts of obtaining the nationally recognized UAcIC (Undergraduate Associate Certified Insurance Counselor) designation. |
| Benchmark | The pass rate of UCA students will be equal to or higher than the national pass rate. |
| Evaluation | Pass rate of UCA students and Pass rate nationally |
| Reporting Form | COB\_INSU3315.xlsx (forthcoming online) at <http://uca.edu/business/about/assessment/rubrics/> |

# MGMT 2341

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| Learning Goal | Our graduates shall have the ability to analyze new problems and situations and formulate informed options and conclusions. |
| Objective | Students will demonstrate a knowledge base to ask more informed questions and learn more complex concepts. |
| Measure | To be determined by course instructor |
| Benchmark | Not available |
| Evaluation | Rubric: Critical Inquiry Rubric A at <http://uca.edu/core/assessment/> |
| Reporting Form | Forthcoming  You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

# MGMT 4376

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| Learning Goal | Our graduates shall possess knowledge appropriate to the practice of their major discipline. |
| Objective | Innovation & Entrepreneurship graduates will possess the interdisciplinary skills needed to start and operate a small business. |
| Measure | Students will create and present a thorough convincing business plan. |
| Benchmark | The mean score of students assessed will be 140 out of 200 or above on the MGMT 4376 Rubric. |
| Evaluation | Rubric: MGMT 4376 Rubric at <http://uca.edu/business/about/assessment/rubrics/> |
| Reporting Form | COB\_MGMT4376.xlsx at <http://uca.edu/business/about/assessment/rubrics/> |

# MIS 2343

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| Learning Goal | Our graduates shall possess effective information management skills. |
| Objective | Students will be able to effectively apply business-oriented software applications to manage data in support of business operations |
| Measure | Students will be assessed using a test question set that requires a demonstration of Microsoft Excel & Access application skills. The questions are embedded in an end of course module provided by Cengage. |
| Benchmark | The mean score of all students assessed will be equal to or greater than 70% of the points possible on the exam questions. |
| Evaluation |  |
| Reporting Form | COB\_ACCT2321.xlsx at <http://uca.edu/business/about/assessment/rubrics/> (not yet posted) You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

***If you are teaching a First Year Seminar course, you have additional assessments, which you will find by clicking*** [***here***](#_FYS_Sections_1)***.***

# FYS Sections

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| Learning Goal | Our graduates shall have the ability to develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups. |
| Objective | Students will use appropriate conventions and strategies in **written** communication for various audiences and purposes. |
| Measure | To be determined by course instructor |
| Benchmark | Not available |
| Evaluation | Rubric: Communication Rubric B at <http://uca.edu/core/assessment/> |
| Reporting Form | Forthcoming  You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

|  |  |
| --- | --- |
| Learning Goal | Our graduates shall have the ability to develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups. |
| Objective | Students will use appropriate verbal and nonverbal strategies to promote **collaboration**. |
| Measure | To be determined by course instructor |
| Benchmark | Not available |
| Evaluation | Rubric: Communication Rubric C at <http://uca.edu/core/assessment/> |
| Reporting Form | Forthcoming  You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |