**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](#_Toc437432459)

[ACCT 6317](#_Toc437432460)

[ACCT 6320](#_Toc437432461)

[ECON 4380](#_Toc437432462)

[FINA 4336](#_Toc437432463)

[MBA 6301](#_Toc437432464)

[MBA 6320](#_Toc437432465)

[MGMT 2301](#_Toc437432466)

[MIS 3321](#_Toc437432467)

[MKTG 2376](#_Toc437432468)

**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 3320

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| Learning Goal | Our graduates shall possess effective information management skills. |
| Objective [BBA]6b | Students will be able to understand the role of information systems in support of organizational activities. |
| Measure | Students will be assessed by their performance on objective questions embedded in an exam. |
| 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 | Mean score |
| Reporting Form | COB\_SingleScore.xlsx at <http://uca.edu/business/about/assessment/rubrics/>  You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

# ACCT 6317

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| Learning Goal | Our MAcc students will be competent in the theory and practice of accounting. |
| Objective [MAcc]1b | Students will be able to correctly apply auditing standards |
| Measure | Students will complete an exam question requiring the application of auditing standards |
| Benchmark | 80% of students will score at least four (4) points (out of 6) or higher; 80% of students will receive one or fewer zeroes. |
| Evaluation | Rubric: MAcc Auditing Standards rubric at <http://uca.edu/business/files/2012/08/macc_auditing_standards_rubric.pdf> |
| Reporting Form | MAcc\_Audit.xlsx (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 ablet to recognize ethical dilemmas and respond ethically. |
| Objective [MAcc]6a | Students will be able to identify ethical dilemmas and choose an appropriate course of action |
| Measure | Students will complete an exam question related to an ethical issue |
| Benchmark | 80% of students will score at least four (4) points (out of 6) or higher.. |
| Evaluation | Rubric: MAcc Ethical Decision Making rubric at <http://uca.edu/business/files/2012/08/macc_ethics_rubric.pdf> |
| Reporting Form | MAcc\_Ethics (not yet posted) You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

# ACCT 6320

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| Learning Goal | Our graduates shall be able to effectively manage information. |
| Objective [Macc]3b | Students will be able to students will understand the development and structure of a database. |
| Measure | Students will generate a database that generates an income statement based on sales and acquisitions |
| Benchmark | 80% of students will score at least 42 points (out of 60) or higher. |
| Evaluation | Rubric: MAcc Database rubric at <http://uca.edu/business/files/2012/08/macc_database_rubric.pdf> |
| Reporting Form | MAcc\_Database.xlsx (not yet posted) You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

# ECON 4380

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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 [BsBa]1 | 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 | <http://uca.edu/core/assessment/>; You must also submit a copy of the assessment assignment. |

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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 [BsBa]2a | 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 | <http://uca.edu/core/assessment/>; You must also submit a copy of the assessment assignment. |

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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 [BsBa]2b | Students will use appropriate conventions and strategies in **oral** communication for various audiences and purposes. |
| Measure | To be determined by course instructor |
| Benchmark | Not available |
| Evaluation | Rubric: Communication Rubric A at <http://uca.edu/core/assessment/> |
| Reporting Form | <http://uca.edu/core/assessment/>; You must also submit a copy of the assessment assignment. |

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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 [BsBa]3 | Students will be able apply ethical principles to solve problems. |
| Measure | To be determined by course instructor |
| Benchmark | Not available |
| Evaluation | Rubric: Responsible Living A at <http://uca.edu/core/assessment/> |
| Reporting Form | <http://uca.edu/core/assessment/>; You must also submit a copy of the assessment assignment. |

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| Learning Goal | Our graduates shall possess knowledge appropriate to the practice of their major discipline. |
| Objective [BBA]8 | Economics graduates will possess the analytical skills to formulate an appropriate, discipline-specific question, research possible solutions, and provide accurate analysis. |
| Measure | Economics students will prepare a research paper demonstrating the analytical skills to formulate an appropriate, discipline specific question, research possible solutions, and provide accurate analysis. |
| Benchmark | The mean of students’ points will be 7 (of 12) or greater on the ECON 4380 Discipline Specific Assessment Rubric. |
| Evaluation | Rubric: ECON 4380 (forthcoming online) at <http://uca.edu/business/about/assessment/rubrics/> |
| Reporting Form | COB\_ECON4380.xlsx at <http://uca.edu/business/about/assessment/rubrics/> (forthcoming) You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

# FINA 4336

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| Learning Goal | Our graduates shall possess knowledge appropriate to the practice of their major discipline. |
| Objective [BBA]8 | Finance graduates will be able to value financial assets, analyze and manage financial risks in a business environment, and apply financial analysis techniques to diverse business situations, demonstrating a thorough knowledge of financial decision-making skills and financial markets. |
| Measure | Each student must pass a comprehensive finance exam comprised of questions written by the finance faculty. The exam covers the major topics in valuation, financial modeling, and financial decision making aptitudes. |
| Benchmark | Seventy percent of all students who have completed all other Finance classes will score seventy percent or above. |
| Evaluation | Mean score |
| Reporting Form | COB\_SingleScore.xlsx at <http://uca.edu/business/about/assessment/rubrics/>  You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

# MBA 6301

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| Learning Goal | Our graduates shall possess effective information management abilities. |
| Objective [MBA]4 | Students will be able to comprehend the strategic role of information systems in support of business activities |
| Measure | Students will demonstrate sound, and well-informed decision making, on a written assignment (business case or other writing assignment) that reflects the ability to effectively collect and appropriately use information to make business decisions |
| Benchmark | Seventy percent of students will earn at least 70% or more of the possible points on the assignment |
| Evaluation | Score on assignment |
| Reporting Form | COB\_SingleScore.xlsx at <http://uca.edu/business/files/2014/11/COB_SingleScore.xltx_.xlsx>  You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

# MBA 6320

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| Learning Goal | Our graduates shall possess effective leadership/followership abilities. |
| Objective [MBA]5a | Students will be able to provide organizations with effective executive leadership under conditions of uncertainty requiring adaptation and innovation |
| Measure | Students will demonstrate leadership skills in global organizations, under conditions of uncertainty requiring adaptation and innovation. The basis for assessment will be the leadership percentile score from GLO-BUS Simulations |
| Benchmark | The mean score of all students will exceed the 50th percentile. |
| Evaluation | GLO-BUS Leadership score |
| Reporting Form | GLOS-BUS Report |

# MGMT 2301

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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 [BBA]4b | Students will use appropriate conventions and strategies in **oral** communication for various audiences and purposes. |
| Measure | Presentation made in class |
| Benchmark | Not available |
| Evaluation | Rubric: BBA Oral Communication Rubric (not yet posted) |
| Reporting Form | Forthcoming You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

# MIS 3321

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| Learning Goal | Our graduates shall possess effective information management skills. |
| Objective [BBA]6b | Students will be able to understand the role of information systems in support of organizational activities |
| Measure | Students will be assessed by their performance on objective questions embedded in an exam. |
| 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 | Mean score |
| Reporting Form | COB\_SingleScore.xlsx at <http://uca.edu/business/about/assessment/rubrics/>  You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

# MKTG 2376

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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 [BBA]4b | Students will use appropriate conventions and strategies in **oral** communication for various audiences and purposes. |
| Measure | Presentation made in class |
| Benchmark | Not available |
| Evaluation | Rubric: BBA Oral Communication Rubric (not yet posted) |
| Reporting Form | Forthcoming You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |