**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 4312](#_Toc408215896)

[ACCT 4315](#_Toc408215897)

[ACCT 6317](#_Toc408215898)

[ECON 4380](#_Toc408215899)

[FINA 3330](#_Toc408215900)

[FINA 4336](#_Toc408215901)

[MBA 6320](#_Toc408215902)

[MGMT 2301](#_Toc408215903)

[MGMT 3344](#_Toc408215904)

[MGMT 4347](#_Toc408215905)

[MGMT 4348](#_Toc408215906)

[MIS 3328](#_Toc408215907)

[MKTG 4355](#_Toc408215908)

[QMTH 2330](#_Toc408215909)

**Assessment data collected should be returned to the COB Director of Assessment  
on the date final semester grades are due  
using a Excel spreadsheet, which will be available on the COB website.**

# ACCT 4312

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| 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

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| 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 6317

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| Goal | Communication Skills |
| AACSB Objective | Students will be able to communicate effectively in an oral presentation |
| Evaluation | <http://uca.edu/business/files/2012/08/mba_oral_presentation_rubric.pdf> |

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| Goal | Recognize ethical dilemmas and respond ethically |
| AACSB Objective | Students will be able to identify ethical dilemmas and choose an appropriate course of action |
| Evaluation | <http://uca.edu/business/files/2012/08/macc_ethics_rubric.pdf> |

# ECON 4380

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| Goal | Critical Inquiry |
| HLC-Core  &HLC-Program  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: <http://uca.edu/gened/files/2013/05/ucacore-rubric-pilot-I1.pdf> |

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| Goal | Communication—Writing |
| HLC-Core  &HLC-Program  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: <http://uca.edu/gened/files/2013/05/ucacore-rubric-pilot-C1b.pdf> |

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| Goal | Communication—Oral or Collaboration |
| HLC-Core  &HLC-Program  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 use appropriate conventions and strategies in oral communication for various audiences and purposes |
| Evaluation | Rubrics: <http://uca.edu/gened/files/2013/05/ucacore-rubric-pilot-C1a.pdf> |

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| Goal | Discipline Specific Analytical and Communication Skills (HLC-Degree Program) |
| HLC-Program Objective | Students will be able to explain and/or expand on economic concepts in a research paper. |
| Evaluation | ECON 4380 Rubric (not online) |

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# FINA 3330

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| 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 | Rubric: <http://uca.edu/gened/files/2013/05/ucacore-rubric-pilot-I1.pdf> |

# FINA 4336

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| Goal | Understand Discipline-specific Topics |
| HLC-Program Objective | Students will be able to demonstrate decision-making, organizing, and interaction knowledge and skills needed in a global business environment. |
| Evaluation | Comprehensive Exam |

# MBA 6320

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| Goal | Dynamic Thinking |
| AACSB Objective | Students will be able to Provide organizations with effective executive management through decision making in uncertain, dynamic, global business situations |
| Evaluation | GLO-BUS Strategy Simulation |

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| Goal | Ethical Reasoning |
| AACSB Objective | Students will be able to Provide organizations with effective executive management by choosing ethical courses of action and by articulating the manner by which they arrived at their decision |
| Evaluation | Corporate Social Responsibility percentile score from GLO-BUS Simulations |

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| Goal | Leadership/Followership |
| AACSB Objective | Students will be able to Provide organizations with effective executive leadership under conditions of uncertainty requiring adaptation and innovation |
| Evaluation | Leadership percentile score from GLO-BUS Simulations |

# MGMT 2301

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| Goal | Communication—Oral |
| AACSB Objective | Students will be able to Deliver professional quality oral presentations. |
| Evaluation | Rubric: <http://uca.edu/gened/files/2013/05/ucacore-rubric-pilot-C1a.pdf> |

# MGMT 3344

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| 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

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| Goal | Critical Inquiry (HLC-Core) Understanding of a Broad Range of Business Disciplines (AACSB) |
| 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 | Scores from Capstone © Comp-XM exam |

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| Goal | Communication—Collaboration |
| AACSB Objective | Students will be able to Work in teams to solve business problems. |
| Evaluation | Scores from Capstone© |

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# MGMT 4348

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| 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 | Research project rubric MGMT 4348 (not online) |

# MIS 3328

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| 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 |

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# MKTG 4355

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| 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 | MKTG 4353 Rubric (not online) |

# QMTH 2330

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| 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 |