**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](#_Toc450133489)

[ACCT 4312](#_Toc450133490)

[ACCT 6309](#_Toc450133491)

[ACCT 6310](#_Toc450133492)

[ACCT 6350](#_Toc450133493)

[ECON 1310](#_Toc450133494)

[ECON 2310](#_Toc450133495)

[FINA 2330](#_Toc450133496)

[FINA 3350](#_Toc450133497)

[MBA 6308](#_Toc450133498)

[MIS 3321](#_Toc450133499)

[MKTG 3350](#_Toc450133500)

[MKTG 4355](#_Toc450133501)

**Assessment data collected should be returned to the COB Director of Assessment  
on the date final semester grades are due.**

# ACCT 3320

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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 | RL B: 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 | <http://uca.edu/core/assessment/>; You must also submit a copy of the assessment assignment. |

***Note: UCA’s Assessment Committee has not determined what Core Assessments will be measured in the fall. They are leaning towards Responsible Living, so we have included it here. We will notify you ASAP if you will not have to do this assessment in the Fall.***

# ACCT 4312

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| Learning Goal | Our graduates shall possess knowledge appropriate to the practice of their major discipline. |
| Objective | HLC-8: Accounting graduates will demonstrate an understanding of accounting topics in the areas of financial, cost, tax, government/nonprofit, accounting information systems, and auditing. |
| Measure | Each student must pass a comprehensive accounting exam comprised of questions written by the accounting faculty. The exam covers the 6 major topics in accounting. |
| Benchmark | Seventy percent of all students who have completed or are concurrently enrolled in all other major required Accounting classes will score seventy percent or above. |
| Evaluation | Mean score overall in in 6 discipline areas |
| Reporting Form | COB\_ACCTExam.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.) |

# ACCT 6309

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| Learning Goal | Our MAcc students will be competent in the theory and practice of accounting. |
| Objective | MAcc 1a: Students will be able to correctly apply accounting standards |
| Measure | Students will complete a test question or assignment for which they must appropriately apply accounting standards. The questions will be assessed with the Accounting Standards Rubric. |
| Benchmark | 80% of students will earn at least 80% of rubric points. |
| Evaluation | Rubric: MAcc Accounting Standards Rubric (not yet posted) at <http://uca.edu/business/about/assessment/rubrics/> |
| Reporting Form | MAcc\_Standards.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 6310

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| Learning Goal | Our MAcc students will be competent in the theory and practice of accounting. |
| Objective | MAcc 1a: Students will be able to correctly apply accounting standards |
| Measure | Students will complete a test question or assignment for which they must appropriately apply accounting standards. The questions will be assessed with the Accounting Standards Rubric. |
| Benchmark | 80% of students will earn at least 80% of rubric points. |
| Evaluation | Rubric: MAcc Accounting Standards Rubric (not yet posted) at <http://uca.edu/business/about/assessment/rubrics/> |
| Reporting Form | MAcc\_Standards.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 communicate effectively. |
| Objective | MAcc 3a: Students will be able to communicate effectively in writing. |
| Measure | Students will write a research paper on a financial accounting issue. |
| Benchmark | 80% of students will earn at least 80% of rubric points. |
| Evaluation | Rubric: MAcc Written Communication Skills Rubric at <http://uca.edu/business/about/assessment/rubrics/> |
| Reporting Form | MAcc\_Writing.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 | MAcc 4a: 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.) |

# 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 [Core]R | RL B: 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 | <http://uca.edu/core/assessment/>; You must also submit a copy of the assessment assignment. |

***Note: UCA’s Assessment Committee has not determined what Core Assessments will be measured in the fall. They are leaning towards Responsible Living, so we have included it here. We will notify you ASAP if you will not have to do this assessment in the Fall.***

# ECON 2310

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| Learning Goal | Our graduates possess awareness of the global business environment. |
| Objective [Core]D | BBA 2a: Students will be able to identify cultural/global perspectives among stakeholders. |
| Measure | ECON 2310 students will take a series of Blackboard-hosted quizzes related to global business. |
| Benchmark | The mean number of points for all ECON 2310 students will be equal to or greater than 70% of the total points that could possibly be earned on the Blackboard quizzes. |
| Evaluation | Points on Blackboard Quizzes |
| Reporting Form | Forthcoming |

# 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 [Core]R | RL B: 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 | <http://uca.edu/core/assessment/>; You must also submit a copy of the assessment assignment. |

***Note: UCA’s Assessment Committee has not determined what Core Assessments will be measured in the fall. They are leaning towards Responsible Living, so we have included it here. We will notify you ASAP if you will not have to do this assessment in the Fall.***

# FINA 3350

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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 [BBA]8 | RL B: 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 | <http://uca.edu/core/assessment/>; You must also submit a copy of the assessment assignment. |

***Note: UCA’s Assessment Committee has not determined what Core Assessments will be measured in the fall. They are leaning towards Responsible Living, so we have included it here. We will notify you ASAP if you will not have to do this assessment in the Fall.***

# MBA 6308

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| Learning Goal | Our master’s-level graduates shall possess effective communication abilities. |
| Objective | MBA 3a: Students will be able to provide organizations with effective executive management through their professional written communication skills. |
| Measure | Students will prepare a report, paper, or case analysis on a business topic. |
| Benchmark | Seventy-five percent of students assessed with the rubric will score nine (9) points, or greater, out of fourteen (14) available points. |
| Evaluation | Rubric: MBA Written Communications Skills <http://uca.edu/business/about/assessment/rubrics/> |
| Reporting Form | MBA\_Written.xlsx (not yet posted) at <http://uca.edu/business/about/assessment/rubrics/>  You must also submit a copy of the assessment instrument (e.g., assignment, test questions, etc.) |

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| Learning Goal | Our master’s-level graduates shall possess effective communication abilities. |
| Objective | MBA 3b: Students will be able to provide organizations with effective executive management through their professional oral communication skills. |
| Measure | Students will give an oral presentation of a report, paper, or case analysis on a business topic. The assignment will be assessed with the Oral Presentation Rubric. |
| Benchmark | Seventy-five percent of students assessed with the rubric will score 38 points, or greater, out of the 55 available points. |
| Evaluation | Rubric: MBA Oral Communications <http://uca.edu/business/about/assessment/rubrics/> |
| Reporting Form | MBA\_Oral.xlsx (not yet posted) at <http://uca.edu/business/about/assessment/rubrics/>) 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 understand responsible living – the ability to address real-world problems and find ethical solutions for individuals and society. |
| Objective | RL A: 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. |

***Note: UCA’s Assessment Committee has not determined what Core Assessments will be measured in the fall. They are leaning towards Responsible Living, so we have included it here. We will notify you ASAP if you will not have to do this assessment in the Fall.***

# MKTG 3350

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| --- | --- |
| Learning Goal | Our graduates possess awareness of the global business environment. |
| Objective [Core]D | BBA 2a: Students will be able to identify cultural/global perspectives among stakeholders. |
| Measure | Students will take a pre-test and a post-test of questions regarding global perspectives. |
| Benchmark | There will be a statistically significant improvement in the mean score of all students assessed between the pre-test and the post-test. |
| Evaluation | Pretest and Posttest scores |
| Reporting Form | Forthcoming |

# MKTG 4355

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| Learning Goal | Our graduates shall possess knowledge appropriate to the practice of their major discipline. |
| Objective | HLC 8: Marketing graduates will demonstrate the promotion, retailing, sales, and marketing management knowledge and skill sets necessary to meet the requirements of the global business environment. |
| Measure | Students will prepare a research project on a marketing topic, which will embellish their knowledge and skills in a large number of skill areas. |
| Benchmark | Mean score of students assessed will be 8.4 out of 12 or above on the MKTG 4355 Rubric |
| Evaluation | Rubric: MKTG 4355 Rubric at <http://uca.edu/business/about/assessment/rubrics/> |
| Reporting Form | COB\_MKTG4355.xlsx at <http://uca.edu/business/about/assessment/rubrics/> |