

Assessment Summaries for Undergraduate Business Core

The faculty of the Lutgert College of Business conduct assessments of core business learning outcomes on a regular basis. These assessment results are used to improve LCOB curricula and pedagogy. The following benchmarks are used:

- $\geq 70\%$ of students must meet or exceed expectations on each rubric trait or answer $\geq 80\%$ of questions correctly; and
- For nationally normed exams (e.g., ETS MFT) the LCOB average score $\geq 50^{\text{th}}$ percentile or national average

| Learning Objective Measure | Outcomes | | | | |
|--|----------|---------|---------|---------|---------|
| | 2012-13 | 2013-14 | 2014-15 | 2015-16 | 2016-17 |
| B.S. Core | | | | | |
| Benchmarks: | | | | | |
| Prepare effective written reports. | | | | | |
| Deliver effective oral presentations. | | | | | |
| Solve business problems using analytical tools. | | | | | |
| Apply critical thinking skills to business problems. | | | | | |
| Apply ethical reasoning to business issues. | | | | | |
| Demonstrate knowledge of global factors influencing business. | | | | | |
| Explain the importance of environmental responsibility. | | | | | |
| Understand main concepts & definitions in accounting, economics, finance, information systems, management, marketing, and operations management. | | | | | |
| Demonstrate the integration of knowledge across disciplines. | | | | | |

Legend: ■ Below Benchmark ■ Met Benchmark ■ Mixed Results