# Marquette University
## Learning Assessment Plan

### Business Administration

**Program:** Business core for all undergraduate majors  
**Date submitted:** May 15, 2006

<table>
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<th>Program Learning Outcomes</th>
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| 1. Apply written and oral communication skills to business situations | 1. Make a business presentation  
2. Write a report of a business analysis  
3. Speak on a business topic  
4. Communicate with professionals in the community | 1-3. MANA 182 - Case analysis presentations using an assessment rubric developed by the faculty  
4. LEAD 4 - Networking assignment, assess using a rubric developed by the faculty | Assessment data will be collected by the teachers in the classes in which assessment takes place. The data will be collated by Konz and fed back to the appropriate department chairs for analysis and curricular improvement. |
| 2. Analyze the global business environment | 1 Explain cultural differences and their ramifications for doing business  
2. Apply one’s chosen field(s) in a diverse international context  
3. Explain the important characteristics of the global business environment and their ramifications for doing business | ECON 155 or BULA 132 or ACCO 141 or FINA 185 or MANA 183 or MARK 153 -Exams and individual projects, assess using an assessment rubric developed by the faculty | Assessment data will be collected by the teachers in the classes in which assessment takes place. The data will be collated by Konz and fed back to the appropriate department chairs for analysis and curricular improvement. |
| 3. Analyze the local business environment | 1. Apply one’s chosen field(s) to the local business community  
2. Interact with the local business community  
3. Explain the value of appropriate professional organizations  
4. Explain the important characteristics of the local business environment and their ramifications on doing business | MANA 182 - Case analysis, assess using an assessment rubric developed by the faculty  
LEAD 4 - Networking assignment, assess using an assessment rubric developed by the faculty | Assessment data will be collected by the teachers in the classes in which assessment takes place. The data will be collated by Konz and fed back to the appropriate department chairs for analysis and curricular improvement. |
| 4. Apply critical thinking to business situations | 1. Identify a business problem  
2. Collect appropriate information and derive relevant conclusions  
3. Write a clear and succinct report of a business analysis  
4. Evaluate a critical thinking process | 1. ECON 43 - Selected exam questions, assess using an assessment rubric developed by the faculty  
2. ECON 44 - Individual projects, assess using an assessment rubric developed by the faculty | Assessment data will be collected by the teachers in the classes in which assessment takes place. The data will be collated by Konz and fed back to the appropriate department chairs for analysis and curricular improvement. |
| 5. Analyze ethical issues in business situations | 1. Identify ethical issues in a business context  
2. Apply ethical reasoning to a business situation  
3. Know and follow professional standards of conduct in a variety of situations  
4. Incorporate multiple stakeholders’ perspectives in a business situation | MANA 181 - Case analysis, debate position papers, assess using an assessment rubric developed by the faculty | Assessment data will be collected by the teachers in the classes in which assessment takes place. The data will be collated by Konz and fed back to the appropriate department chairs for analysis and curricular improvement. |
| 3-4. MANA 182 - Small and large case analyses, selected exam, assess using an assessment rubric developed by the faculty. |