

Marquette University Learning Assessment Plan

Business Administration

Program: Business Administration

Degree: M.B.A.

Date revised: May 12, 2006

Program Learning Outcomes Students will be able to:	Performance Indicators	Measures	Use of the Information
1. Perform the fundamental activities of business	Develop, analyze and critique a business marketing plan Evaluate the financial soundness of an organization Analyze and critique the operational aspects of a business Analyze the economic environment of a business Apply financial principals and techniques to business problems Apply organizational behavior principals to understand personnel issues in organizations	BUAD 240 Individual case assignments , assess using an assessment rubric developed by the faculty BUAD 230 Company analysis project, assess using an assessment rubric developed by the faculty BUAD 251 Security analysis project, assess using an assessment rubric developed by the faculty BUAD 220 Security analysis project, assess using an assessment rubric developed by the faculty BUAD 230 Exams, assess using an assessment rubric developed by the faculty BUAD 262 Essay exams, 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 MBA faculty for analysis and curricular improvement.
2. Communicate effectively in business settings	Make written presentations of technical and non-technical information Make oral presentations of technical and non-technical information using current technology and methods	BUAD 204 - Quizzes, assess using an assessment rubric developed by the faculty BUAD 262—End of the semester presentations, 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 MBA faculty for analysis and curricular improvement.
3. Explain the global strategic issues facing a corporation	Analyze a firm's strategic plan Analyze the environments in which a firm operates	BUAD 290: SWOT analysis to determine the effectiveness a corporation's strategic plan, assess	Assessment data will be collected by the teachers in the classes in which assessment takes place. The data will

	Apply the appropriate strategic decision frameworks to global situations	using an assessment rubric developed by the faculty BUAD 290: Analysis of a firm's competitive environment, assess using an assessment rubric developed by the faculty	be collated by Konz and fed back to the MBA faculty for analysis and curricular improvement.
4. Apply ethical reasoning to business situations	Identify ethical issues in a business context Critically apply ethical reasoning to a business situation Know and follow professional standards of conduct in a variety of situations Incorporate multiple stakeholders' perspectives in a business situation	BUAD 249 - Essay exams, 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 MBA faculty for analysis and curricular improvement.
5 Apply critical thinking skills to managerial decisions.	Identify and diagnose a business problem Use quantitative, qualitative modeling and tools to solve business problems	BUAD 262 Case analysis - strategic environment of the firm, assess using an assessment rubric developed by the faculty BUAD 290 Case analysis - strategic environment of the firm, 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 MBA faculty for analysis and curricular improvement.