# Marquette University

## Learning Assessment Plan

### Business Administration

**Program:** Business Administration  
**Degree:** M.B.A.  
**Date revised:** May 12, 2006

<table>
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<tr>
<th>Program Learning Outcomes</th>
<th>Performance Indicators</th>
<th>Measures</th>
<th>Use of the Information</th>
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</table>
| 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 be collated by Konz and fed back to the MBA faculty for analysis and curricular improvement. |
<table>
<thead>
<tr>
<th></th>
<th>Apply the appropriate strategic decision frameworks to global situations</th>
<th>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</th>
<th>be collated by Konz and fed back to the MBA faculty for analysis and curricular improvement.</th>
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<tbody>
<tr>
<td>4. Apply ethical reasoning to business situations</td>
<td>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</td>
<td>BUAD 249 - Essay exams, assess using an assessment rubric developed by the faculty</td>
<td>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.</td>
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<tr>
<td>5 Apply critical thinking skills to managerial decisions.</td>
<td>Identify and diagnose a business problem Use quantitative, qualitative modeling and tools to solve business problems</td>
<td>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</td>
<td>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.</td>
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