# Marquette University
## Learning Assessment Plan

### Management

**Program: Engineering Management**  
**Degree: M.S.E.M.**  
**Date revised: May 12, 2005**

<table>
<thead>
<tr>
<th>Program Learning Outcomes Students will be able to:</th>
<th>Performance Indicators</th>
<th>Measures</th>
<th>Use of the Information</th>
</tr>
</thead>
</table>
| 1. Communicate orally and in writing                 | Present technical and non-technical reports to diverse audiences  
Express complex, abstract qualitative and quantitative concepts clearly and succinctly  
Prepare written and oral briefs, reports, talking points, and non-technical summaries for a wide variety of audiences from technically sophisticated to non-technical | ENMA 290: Homework assignments, and project, 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 MSEM faculty for analysis and curricular improvement. |
| 2. Facilitate problem solving and decision-making    | Identify and diagnose a business problem  
Gather and synthesize relevant data and information  
Use quantitative, qualitative and technological tools to solve business problems | BUAD 224: Selected exam questions, and project work, 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 MSEM faculty for analysis and curricular improvement. |
| 3. Apply the professional knowledge and skills of engineering and management business problems | Analyze and critique the operations of an organization  
Identify the technological resources and capabilities of a firm  
Evaluate current and future applications of technology  
Effectively generate technological innovative solutions to customer problems  
Create a business solution that effectively balances technology, cost, benefit and risk. | BUAD 220: Selected exam questions and project work, assess using an assessment rubric developed by the faculty.  
ENMA 290: Homework assignments, and project, 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 MSEM faculty for analysis and curricular improvement. |