

## **Business: Business Administration, AS**

### **PROGRAM LEARNING OUTCOMES**

The assessment of student learning outcomes is not only a key indicator of program effectiveness, it is also one of the standards of excellence identified by the Middle States Commission (Standard 5) and is required through the SUNY assessment initiative.

#### **Current Program Learning Outcomes as stated in Catalog**

##### **Upon completion, students will:**

1. Express themselves effectively both orally and in writing
2. Demonstrate an understanding of fundamental managerial, organizational, marketing principles, functions, and issues
3. Demonstrate an understanding of the impact of major social, economic, historic, global, and technological trends on organizations
4. Demonstrate an understanding of the fundamental concepts of Business Law and Accounting

<b>CURRICULUM MAP</b>				
<b>COURSES IN THE MAJOR</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>
BUS 101		P, E, C, O		
BUS 103			P, E, C	
BUS 113		P, E, C, O		
BUS 117				E, H
BUS 118				E, H
ACC 116				E, H
ACC 117				E, H
ENG 101	P, O			
ENG 102	P, O			
ECO 101			E, H	
ECO 102			E, H	

**Assessment Key:**

**P=Paper**    **E=Exam**    **PO=Portfolio**    **O=Oral Presentation**    **L=Lab Assignment**    **I=Internship**  
**H=Homework**    **C=Case Studies**

## STUDENT LEARNING OUTCOME RUBRIC

Student learning outcome	Activities that help students achieve the learning outcome	How the outcome is measured	Standard for individual performance to be achieved	Standard for overall performance	How well standard was met
1. Communicate with others effectively, both orally and in writing.	Participation in ENG 101–Writing I ENG 102–Writing II and Introduction to Literature	Average grade on relevant tests/ quizzes/ assignments in ENG 101–Writing I ENG 102–Writing II and Introduction to Literature	Grade of 70% or higher	70% of all students who earned a performance grade receive an overall grade of 70% or higher on relevant tests/ quizzes/ assignments	77% of all students who earned a performance grade received an overall grade of 70% or higher on relevant tests/ quizzes/ assignments <b>Learning Outcome Met</b>
2. Demonstrate an understanding of fundamental managerial, organizational and marketing principles, functions, and issues.	Participation in BUS 101 – Organization and Management BUS 113 – Fundamentals of Marketing	Average grade on relevant tests/ quizzes/ assignments in BUS 101–Organization and Management BUS 113– Fundamentals of Marketing	Grade of 70% or higher	70% of all students who received a performance grade receive an overall grade of 70% or higher on relevant tests/ quizzes/ assignments	70% of all students who received a performance grade received an overall grade of 70% or higher on relevant tests/ quizzes/ assignments <b>Learning Outcome Met</b>

## STUDENT LEARNING OUTCOME RUBRIC

Student learning outcome	Activities that help students achieve the learning outcome	How the outcome is measured	Standard for individual performance to be achieved	Standard for overall performance	How well standard was met
3. Demonstrate an understanding of the impact of major social, economic, historic, global, and technological trends on organizations.	Participation in ECO 101 – Macro-Economics ECO 102 – Micro-Economics BUS 103 – Introduction to International Business	Average grade on relevant tests/quizzes/assignments in ECO 101 – Macro-Economics ECO 102 – Micro-Economics BUS 103 – Introduction to International Business	Grade of 70% or higher	70% of all students who received a performance grade receive an overall grade of 70% or higher on relevant tests/quizzes/assignments.	76% of all students who received a performance grade received an overall grade of 70% or higher on relevant tests/quizzes/assignments. <b><i>Learning Outcome Met</i></b>
4. Demonstrate an understanding of the fundamental concepts of accounting and business law.	Participation in ACC 116 – Financial Accounting ACC 117 – Accounting Fundamentals for Management BUS 117 – Business Law I	Average grade on relevant tests/quizzes/assignments in ACC 116 – Financial Accounting ACC 117 – Accounting Fundamentals for Management BUS 117 – Business Law I	Grade of 70% or higher	70% of all students who received a performance grade receive an overall grade of 70% or higher on relevant tests/ quizzes/ assignments.	75% of all students who received a performance grade received an overall grade of 70% or higher on relevant tests/ quizzes/ assignments. <b><i>Learning Outcome Met</i></b>