

Learning Goal	Description of Content / Skill Domain	2011-2015 Average Score (SD)	Loop Closings/Continuous Improvement*
<b><i>Learning Goal #1: All Campbell School Graduates will be able to demonstrate knowledge and skills in 14 areas critical for success in business:</i></b>		<b>84% (3.4)</b>	
Communication Abilities	Effective oral and written communication	<b>93% (5.4)</b>	<ul style="list-style-type: none"> <li>In MGT340, Introduction to Entrepreneurship, students started presenting their pitches to a panel of alumni judges to gain additional funding.</li> <li>New tenure-track management faculty has been hired to teach MGT302WI, Organizational Behavior (writing-intensive course) and is going through the teaching <i>writing-intensive course</i> workshop offered by the College.</li> <li>MKT322, Consumer Behavior was approved as a writing intensive (WI) course.</li> </ul>
Analytic Skills	Apply logical thinking to gathering and analyzing information to solve complex problems and make sensible decisions based on available information.	<b>90% (2.6)</b>	<ul style="list-style-type: none"> <li>In FIN440, International Economics and Finance, students started to complete two comprehensive projects to apply and integrate knowledge in economics and finance and enhance their ability to analyze complex issues faced by multinational corporations.</li> </ul>
Reflective Skills	Higher-order thinking and learning that involves reflection and assessment of one's own skills and knowledge.	<b>90% (4.2)</b>	
The Global Business Environment	Global, environmental, political, economic, legal, and regulatory context for business.	<b>84% (2.1)</b>	<ul style="list-style-type: none"> <li>International Business approved as a dual major. It requires student to take 5 additional courses with an international dimension.</li> <li>International Entrepreneurship approved as a management elective and is being offered on a</li> </ul>

			<p>regular basis as a Maymester to Jamaica; 58 students went to Maymester in Jamaica between 2011-2015 to experience international business and entrepreneurship firsthand.</p> <ul style="list-style-type: none"> <li>Students taking MGT415, Cross-Cultural Management participate in X-Culture project that involves collaborating in a global virtual team to prepare a foreign market entry proposal.</li> </ul>
Ethical Issues in Organizations	Individual ethical behavior and community responsibilities in organizations and society.	93% (9.3)	<ul style="list-style-type: none"> <li>New tenure-track faculty has been hired to teach BUS 308, Business Ethics, providing for a more consistent approach to teaching ethics.</li> <li>Textbook-related multiple choice questions in MGT301, Principles of Management were replaced with a case study that deals with the analysis and resolution of an ethical dilemma within a professional services firm. One class session is allocated to the discussion of the case that students analyze and prepare in advance.</li> </ul>
Legal Responsibilities of Organizations	Legal responsibilities in organizations and society.	80% (13.7)	<ul style="list-style-type: none"> <li>In BUS210, Business Law, students now do a topic review paper to research a case or specific issue of timely relevance to businesses and business law and advocate why a law is good/bad and how it can be modified to be more effective.</li> </ul>
Ethnic, cultural and gender diversity	Management responsiveness to ethnic, cultural, and gender diversity.	80% (4.1)	<ul style="list-style-type: none"> <li>A case study dealing with diversity was added to MGT301, Principles of Management. One class session is allocated to discussing the case that students analyze and prepare in advance. The case deals</li> </ul>

			with balancing the needs of diverse groups of employees and bottom-line results to remain competitive.
Data-Based Organizational Decision Making	Statistical data analysis and management science as they support decision-making processes throughout an organization.	82% (2.7)	<ul style="list-style-type: none"> <li>Faculty reviewed and discussed ways to improve performance in BUS211, Business Statistics. The issue was identified as students' lack of readiness to take the class.</li> <li>Faculty discussed alternatives to add advanced business-related computer skills to curriculum. Tentative content under discussion include "Big Data," database management, SQL, VBA, and XML.</li> <li>Implementation methods are pending for both items.</li> </ul>
Use of Information Technology	Information acquisition, management, and reporting for business (including information management and decision support systems for accounting, production, distribution, and human resources).	72% (6.11)	<ul style="list-style-type: none"> <li>In BUS316, Information Systems go to a "field trip" to the HackBerry Lab and get hands-on experience and information on key topics.</li> <li>In BUS316, Information Systems, instructors started using informative clips to further emphasize topics such as Fuzzy Logic.</li> <li>In BUS316, Information Systems students are now analyzing and presenting case studies to further engage with related content.</li> </ul>
Value Chain Activities in Organizations	Creation of value through the integrated production and distribution of goods, services, and information (from acquisition of materials through production to distribution of products, services, and information).	86% (8.3)	<ul style="list-style-type: none"> <li>Two new tenure-track marketing faculty have been hired to provide more consistent coverage of topics related to this domain.</li> <li>MGT453, Operations Management, has streamlined course content to provide more "time on task" for remaining content.</li> </ul>
Group and Individual Dynamics in Organizations	Group and individual dynamics in organizations.	86% (5.7)	<ul style="list-style-type: none"> <li>In the Team Leadership module of MGT301, Principles of Management,</li> </ul>

			<p>students now compete for bonus points for their group project as they work on a class-long survival challenge with their teams after which they discuss their experience.</p> <ul style="list-style-type: none"> <li>• In MGT415, Cross-Cultural Management students participate in X-Culture project that involves collaborating in a global virtual team.</li> </ul>
Human Resource Management	Human resource management and development.	83% (8.0)	
Financial Theories, Analysis, Reporting	Finance theories and methods; financial reporting, analysis, and markets.	73% (6.0)	<ul style="list-style-type: none"> <li>• In ACC 201 AND 202, Principles of Managerial and Financial Accounting, students now take on-line quizzes after each chapter that account for 25% of students' grade.</li> <li>• In FIN301, Principles of Finance, pre-exam quizzes were replaced with collaborative in-class problem-solving.</li> <li>• In FIN310 Investments, a case study was added to enhance students' understanding of the appropriate use of various risk measures.</li> </ul>
Strategy	Strategic management and decision-making in an integrative organizational environment.	86% (3.3)	
<b><i>Learning Goal #2: All Campbell School Graduates should have the ability to identify and respond to ethical dilemmas and find ethical solutions to practical business situations.</i></b>		88% (10.8)	<ul style="list-style-type: none"> <li>• New tenure-track faculty has been hired to teach BUS 308, Business Ethics, providing for a more consistent approach to teaching ethics.</li> </ul>
<b><i>Learning Goal #3: All Campbell School Graduates should demonstrate the ability to think across functional lines and develop holistic solutions to complex business problems.</i></b>		92% (6.5)	

***Learning Goal #4: All Campbell School Graduates should demonstrate the ability to engage in reflective thinking that involves an assessment of one's own knowledge, skills, and abilities, and take corrective action on areas that require improvement.***

**90%(4.2)**

- In FIN440, International Economics and Finance, students complete two comprehensive projects to apply and integrate their knowledge in economics and finance and enhance their ability to analyze complex issues faced by multinational corporations.