STANDARD #4. Measurement and Analysis of Student Learning and Performance

Business schools and programs must have an outcomes assessment program with documentation of the results and evidence that the results are being used for the development and/or improvement of the institution’s academic programs. Each business school or program is responsible for developing its own outcomes assessment program.

CRITERIA

Criterion 4.1. The business unit shall have a learning outcomes assessment program.

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<th>Program</th>
<th>Learning Objectives</th>
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| MBA Program      | **MBA500 – Introduction to Graduate Studies**
|                  | By the end of the course, students should be able to:
|                  | 1. Be familiar with the university’s support services and resources.                |
|                  | 2. Understand UNOH graduate level requirements                                     |
|                  | 3. Communicate clearly using a variety of media. These include a research paper,    |
|                  | a business proposal, an email, an executive summary, an abstract, and a power point |
|                  | presentation.                                                                      |
|                  | 4. Develop a Power Point presentation using various styles.                         |
|                  | 5. Perform graduate level business research.                                        |
|                  | 6. Select and apply the appropriate APA writing style format.                       |
|                  | 7. Use graduate level grammar and language usage in all written communications and  |
|                  | presentations.                                                                     |
|                  | 8. Produce written assignments at the graduate level.                               |
|                  | 9. Assess his/her own expectations, strengths and areas for improvement.             |
| MBA560 – Legal and Ethical Environment of Business | G1: Students will demonstrate an understanding of the legal and ethical environments that organizations and managers face and how these environments effects decision making in business.  
|                  | O1: Evaluating how managers’, employees’, consumers’, and organizations’ decisions are affected by the application of laws derived from case studies to various business models.  
|                  | O2: Analyzing how managers’, employees’, consumers’, and organizations’ decisions are affected by the application of various ethical theories and perspectives. |
| MBA580 – Global Business Issues and Strategies | G1: Students will demonstrate an understanding of the international aspects of business and the multinational enterprise.  
|                  | O1: Investigate major themes in international business  
|                  | O2: Assess inter-dynamics of management, economics, political science, and strategy in a global setting  
|                  | O3: Understand elements of cultural diversity and its impact on global business  
| MBA600 - Marketing Management | G1: Students will demonstrate an understanding of managing the |
marketing plan for an organization by:
O1: Evaluating the marketing management process for an organization.
O2: Analyzing marketing opportunities and scanning the marketing environment.
O3: Managing the marketing effort.

**MBA610 - Human Resource Management**
G2: Students will demonstrate an understanding of management of human resources from legal and organizational viewpoints
O4: Analyzing and interpreting staffing, selecting, retention, and HR strategies for decision making.
O5: Assess effective human resource global strategies.

**MBA620 - Accounting for Managers**
G3: Students will apply accounting concepts to decision making within the organization by:
O6: Selecting appropriate accounting information needed for decision making.
O7: Assessing various potential decisions for their effect on accounting profits.

**MBA630 - Production and Operations Management**
G4: Students will demonstrate an understanding of the managerial techniques involved in design, planning, and control of supply chain processes by:
O8: Analyze design and planning options with an emphasis in selecting the most effective process to achieve established goals and objectives.
O9: Develop an appropriate mix of market involvement, innovation, and organizational growth.

**MBA640 - Quantitative Analysis for Management**
G5: Students will use quantitative analysis methods to support management decision making by:
O10: Applying the techniques of quantitative analysis in many types of organizational situations.
O11: Assessing applications of quantitative analysis techniques to decision making situations.
O12: Creating solutions to real-world problems with computer software and evaluating decisions made from these solutions.

**MBA650 - Leadership**
G6: Students will demonstrate application of effective leadership practices in management by:
O13: Comparing and contrasting common leadership styles
O14: Assessing their organization’s framework for leadership [how to assess?]
O15: Appraising their own leadership styles

**MBA660 - Management Information Systems**
G7: Students will demonstrate an understanding of information systems and the role of the data gathered to business decision making by:
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<tr>
<th>BS in Business Administration</th>
<th>MBA670 - Finance for Managers</th>
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</table>
| G1: Students will demonstrate an understanding of the role of technology in management by:  
  O1: Evaluating the interdependencies of a work place setting  
  O2: Devising solutions that streamline production between departments  
  O3: Applying information technology to support the organization’s strategy | MBA690 - Management Capstone Course  
G8: Students will apply financial theories and techniques to decision making within the organization by:  
O16: Evaluating the role of the information systems relevant to the functional business areas that they apply to.  
O17: Synthesizing data from the information systems and applying this data to making strategic business decisions.  
O18: Assessing the effects of various potential decisions on the organization by applying financial management theories and techniques.  
O19: Integrating effects of global activities on the organization to maximization wealth.  
O20: Selecting appropriate measures of financial health and performance of the organization for the situation. |
| G2: Students will demonstrate an understanding of the organizing function of management by:  
  O4: Analyzing, interpreting and implementing organizational structure variables to the human resource management process  
  O5: Analyzing the types of change within an organization and determining appropriate methods of overcoming resistance to change | G9: Students will integrate and apply understanding of the various management disciplines by:  
O21: Evaluating the effect of given scenarios on long-term potential of the organization.  
O22: Evaluating possible alternative solutions in terms of current and future outcomes.  
O23: Validating the selection of one recommended solution. |
| G3: Students will demonstrate an understanding of the leading function of management by:  
  O6: Evaluating, analyzing and applying appropriate motivational leadership theories for given situations in an organization  
  O7: Drawing conclusions about how attitudes, personality, perception and learning can affect employee motivation and learning  
  O8: Detecting and managing the use of power, trust, and conflict within an organization |  
G4: Students will demonstrate an understanding of the controlling function of management by:  
O9: Appraising employee performance  
O10: Examining and utilizing legal parameters for businesses |
<table>
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<tr>
<th>BS in Business Administration with Agribusiness Management Concentration</th>
<th>BS in Business Administration with Automotive Management / Automotive Aftermarket Concentration</th>
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| **G5:** Students will demonstrate an understanding of business administration and managerial issues by:  
  O11: Evaluating organizational dynamics, diversity initiatives, and organizational culture as well as applying social responsibility policies  
  O12: Demonstrating the importance of emotional intelligence in employees, managers, and leaders  
  O13: Comparing, contrasting and determining appropriate methods for handling job satisfaction, absenteeism, turnover, and productivity  
  O14: Examine and evaluate appropriate linkage between organizational structure and function | **G1:** Students will recognize the trends in agriculture by:  
  O1. Identify trends and patterns in agriculture.  
  O2. Recognize the importance of trends.  
  O3. Understand the future growth in agriculture.  
  O4. Examine the technology and innovation used in agriculture.  
  O5. Recognize the various markets used in agriculture. |
| **G6:** Students will demonstrate an understanding of the strategic management process by:  
  O15: Analyzing and articulating internal resources and capabilities and external general and industry environmental variables to develop competitive advantage  
  O16: Integrating business level and corporate level strategies | **G2:** Students will analyze the micro and macro factors in agriculture by:  
  O6. Interpret the effects of internal and external forces in agriculture.  
  O7. Relate the micro and macro theories of agriculture.  
  O8. Interpret the change in demand of agriculture products.  
  O9. Explain the foundation of agriculture economics.  
  O10. Know the relationship of agriculture policy to micro and macro forces.  
  O11. Comprehend the risks in agriculture.  
  O12. Relate to the global situations in agriculture. |
| **G7:** Students will demonstrate an understanding of global management issues by:  
  O17: Comparing and contrasting US and international issues  
  O18: Predicting, examining and solving global management issues | **G8:** Students will demonstrate an understanding of social responsibility and ethics by:  
  O19: Analyzing dimensions of institutional commitment to society |

(Goals and Objectives from Business Administration plus the following)
G2: Students will demonstrate an understanding of automotive dealerships by:
O4: becoming familiar with the principles of automotive dealership management
O5: developing skills in the various automotive dealerships, such as, sales, employee relations, inventory control and employability issues

G3: Students will demonstrate an understanding of relationships of the automotive aftermarket and the automotive manufacturing industry by:
O6: becoming familiar with the relationships of the automotive aftermarket and the automotive manufacturing industry
O7: Understanding the relationships between research, budgeting, and sales

G4: Students will demonstrate an understanding of automotive parts and service merchandising by:
O8: becoming familiar with the principles of automotive parts and service merchandising
O9: developing techniques for effective automotive parts merchandising
O10: developing the philosophies of good automotive parts merchandising

G5: Students will demonstrate an understanding of automotive aftermarket/wholesaler management by:
O11: becoming familiar with the automotive aftermarket/wholesaler management
O12: becoming familiar with the principles of Total Customer Relationship management by learning strategies for price structuring

G6: Students will demonstrate an understanding of automotive entrepreneurship by:
O13: becoming familiar with the concepts of the automotive aftermarket from an entrepreneurial viewpoint

(Goals and Objectives from Business Administration plus the following)

G1: Students will demonstrate the use of marketing concepts in a current globalized economy.
O1: Applying marketing concepts from a global perspective.
O2: Differentiating the complexities of domestic and international marketing concepts.
O3: Identifying and addressing the concept of integrated marketing as it relates to marketing products versus services, the internet, social media issues, etc.

G2: Students will demonstrate the ability to complete a strategic marketing plan.
O4: Performing the necessary marketing research in order to make better marketing decisions.
O5: Defining and applying the elements of the strategic marketing process.
O6: Applying the marketing change strategies in a competitive environment.
O7: Assessing the usefulness of a marketing plan.