

## COB Assessment Plan Measures: Undergraduate Program – All Majors

### Shared Outcomes

Learning Outcome	Artifact (Internal or External)	Type (Direct/ Indirect)	Type (Summative/ Formative)	Course	Frequency (Semester)	Level (Introductory/ Mastery)	Responsibility
1. Christian Worldview	-EBI (IQ 1-10) (External) -Reflections Paper (Internal)	-Indirect -Direct	-Summative -Summative	MGT 431 BUS 100	-Spring -Fall/Spring	-Mastery -Mastery	Huntley Weinkauff
2. Business Knowledge and Application	-MFT (External) -MFT-Discipline Specific Questions (External)	-Direct -Direct	-Summative -Summative	MGT 431	-Fall/Spring -Fall/Spring	-Mastery -Mastery	Wright
3.Oral Communication	-EBI (Q074) (External) -Persuasive Pitch (Internal) -Present Strategic Recommendations (Internal)	-Indirect -Direct -Direct	-Summative -Summative -Summative	MGT 431 MGT 341 MGT 431	-Spring -Fall/Spring -Fall/Spring	-Mastery -Mastery -Mastery	Huntley Weinkauff Wright
4. Teamwork and Collaboration	-EBI (Q086) (External) -Final Case Analysis Paper (Internal) -Business Plan (Internal)	-Indirect -Direct -Direct	-Summative -Summative -Summative	MGT 431 MGT 431 BUS 499	-Spring -Fall/Spring -Fall/Spring	-Mastery -Mastery -Mastery	Huntley Wright Dash/Jelsing
5. Written Communication	-EBI (Q075) (External) -Final Persuasive Pitch Paper (Internal) -Business Plan (Internal)	-Indirect -Direct -Direct	-Summative -Summative -Summative	MGT 431 MGT 341 BUS 499	-Spring -Fall/Spring -Fall/Spring	-Mastery -Mastery -Mastery	Huntley Weinkauff Dash/Jelsing

## Discipline Specific

<b>Learning Outcome</b>	<b>Artifact</b> (Internal or External)	<b>Type</b> (Direct/ Indirect)	<b>Type</b> (Summative/ Formative)	<b>Course</b>	<b>Frequency</b> <b>(Semester)</b>	<b>Level</b> (Introductory/ Mastery)	<b>Responsibility</b>
1. Accounting	-Computer Problem (Internal)	-Direct	-Summative	ACT 327	-Fall	-Mastery	Unruh
2. Business Administration and Business Analytics	-Strategic Recommendations (Internal)	-Direct	-Summative	MGT 431	-Fall/Spring	-Mastery	Wright
3. Entrepreneurship	-New Venture Creation (Internal)	-Direct	-Summative	ENT 325	-Spring	-Mastery	Schneider
4. Finance	-Final Project (Internal)	-Direct	-Summative	FIN 438	-Spring	-Mastery	Wiley
5. International Business and International Business and Ministry	-Country Assessment (Internal)	-Direct	-Summative	BUS 361	-Spring	-Mastery	Paul
6. Management	- Environmental Analysis and Competitive Positioning (Internal)	-Direct	-Summative	MGT 431	-Fall/Spring	Mastery	Wright
7. Marketing	-Situation Analysis, STP Strategy, 4P Tactical Marketing Programs (Internal)	-Direct	-Summative	MKT 455	-Spring	Mastery	Crawford