

Appendix V4

UNC Asheville Department of Management and Accountancy Assurance of Learning Plan

Student Learning Goal	Student Learning Objective	Assessment Method	Course	Data Reviewed
1. Student apply critical thinking skills for analysis, decision making, and problem solving. Critical Thinking	1. Students identify key decision to be made or problems to be solved.	Modified AACU Rubric – explanation of issues & evidence criteria	MGMT 480 (Strategy Project)	Every other year
	2. Students consistently incorporate an appropriate variety of criteria while weighing alternatives	Modified AACU Rubric – student position and influence of context & assumptions criteria		
2. Students are effective communicators.	3. Students effectively develop knowledge and ideas through written communication	Modified AACU Rubric – context of and purpose for writing & content development criteria	MGMT 230	Every other year
	4. Students effectively use evidence and application of rules to develop knowledge and ideas through written communication.	Modified AACU Rubric – genre and evidence criteria		
	5. Students organize oral presentations to include introduction, body, and conclusions.	Departmental Oral Communication Rubric - introduction, body, conclusions/implications, & visual aids criteria	MGMT 480	Every other year
	6. Students deliver engaging oral presentations.	Departmental Oral Communication Rubric - verbal delivery, physical delivery, & audience interaction criteria		

3. Students are able to ethically reason	7. Students recognize ethical issues and associated perspectives, concepts and theories.	MGMT 300 – Ethics Rubric Understand Fact Analysis in ethical considerations, Recognize ethical issues, Recognize stakeholder perspectives, & Understand Different Ethical Concepts/Theories criteria	MGMT 300	Every other year
	8. Students apply and evaluate ethical concepts, theories, and perspectives	MGMT 300 – Ethics Rubric Apply Ethical Concepts/ Theories, Evaluate different Ethical Perspectives, & Use Ethical Theories/ Concepts/Models criteria		
4. Students are competent across disciplines of business	9. Students understand quantitative business analysis.	ETS - Major Field Test, Quantitative Business Analysis	MGMT 230 & MGMT 480	Every other year
	10. Students understand basic economic concepts.	ETS - Major Field Test, Economics		
	11. Students understand basic accounting and finance concepts.	ETS - Major Field Test, Accounting & Finance		
	12. Students understand basic management concepts.	ETS - Major Field Test, Management		
5. Students demonstrate knowledge of issues involved in conducting business in a diverse, global environment	13. Students understand global systems in the managerial decision-making process.	MGMT 398 – Global Rubric	MGMT 398	Every other year
	14. Students analyze global decision making and management process(es) and impact of that process	MGMT 398 – Global Rubric		