

Bachelor of Science: Accounting
Program Learning Objectives & Measures

Objective	Measurement Instrument	Target
Graduates will:		
Be able to apply accounting standards to information for financial accounting, managerial/cost accounting, governmental accounting, auditing, tax and accounting information systems purposes.	Accounting program pre-test and post-test	Increase in the average score of accounting majors will be 60% or higher in the multiple choice section
	ETS Major Field Test in Business	The mean score of accounting majors will be in the 80 th percentile or above in the accounting section
Be able to record, report and communicate accounting information relevant to internal and external users.	Business plan completed in BUSN466	80% of accounting majors will score 85% or higher in the accounting section
	CPA Exam – Financial Accounting and Reporting section	LSSU pass rates will meet or exceed the national pass rates
Be able to work productively as a member of a team.	Teamwork peer evaluation completed in ACTG350	80% of accounting majors will earn 80% or more of the possible points
	Internship Supervisor Evaluation	90% of accounting majors will receive a rating of average or above in the teamwork section

Demonstrate an understanding of ethical accounting practices and the potential consequences of unethical business practices.	Accounting program pre-test and post-test	Increase in the average score of accounting majors will be 60% or higher in the essay section
	CPA Exam – Regulation section	LSSU pass rates will meet or exceed the national pass rates
Be aware of international accounting issues.	ETS Major Field Test in Business	The mean score of accounting majors will be in the 75 th percentile or above in the international section
	CPA Exam – Financial Accounting and Reporting section	LSSU pass rates will meet or exceed the national pass rates

Bachelor of Science: Business Administration - Entrepreneurship
Program Learning Objectives & Measures

Objective	Measurement Instrument	Target
Graduates will:		
Explain contemporary issues facing small firms.	MRKT 389, MRKT 388, MRKT 387: Final exam - 2 specific questions	75% of Entrepreneurship majors receive 80% or higher on earmarked questions
Develop a sound and viable business plan for a new venture, suitable for investor review and acceptance, and involving financial and marketing planning, as well as an eventual exit strategy.	BUSN 466: Business Plan	75% of Entrepreneurship majors receive 80% or higher
	MRKT 389: Evaluation of existing business plans (cases and actual plans)	75% of Entrepreneurship majors receive 80% or higher on grading rubric
Apply management tools to motivate and retain workers in the small firm.	MGMT 380, MGMT 476, MRKT 388: Human resource plan	75% of Entrepreneurship majors receive 80% or higher on grading rubric
Develop a growth plan for an ongoing entrepreneurial firm.	MRKT 389, MRKT 388, BUSN 466: Case analyses	75% of Entrepreneurship majors receive 80% or higher on grading rubric
	INTD 399, BUSN 299/399: Work experience with small firm	80% of Entrepreneurship majors score 80% or higher on worksite supervisor's evaluation
Provide sound advice for local small businesses in any of the basic business functional areas.	INTD 399, BUSN 299/399: Work experience with small firm	80% of Entrepreneurship majors score 80% or higher on worksite supervisor's evaluation
Work collaboratively with the Prototype Development Center, Engineering students, other Business students, and local or regional entrepreneurs to assist in any function or capacity required by the team.	Team project in either of MRKT 389, MRKT 387, MRKT 379	95% of Entrepreneurship majors receive a rating of at least "contributed their fair share" on group project peer reviews/evaluations
Present a professional and persuasive business plan to a panel of external constituents (e.g. banker, entrepreneur, etc.).	MRKT 389, BUSN 466, INTD/BUSN 299/399: Scheduled formal presentation	75% of Entrepreneurship majors score 80% or higher on panel's evaluations

Bachelor of Science: Business Administration – International Business
Program Learning Objectives & Measures

Objective	Measurement Instrument	Target
Graduates will:		
Demonstrate an understanding of international business knowledge in the areas of management, marketing, economics and business law.	Student exit survey for international business majors	80% of students will agree or strongly agree that the objective was reached
	Term paper cultural analysis of a country – INTB389	90% of students will score proficient and above
Analyze how cultural, economic, geographical and political paradigms impact ethical issues in various international business decision processes.	Student exit survey for international business majors	80% of students will agree or strongly agree that the objective was reached
	ETS Major Field Test in Business	Students with an international business major will score in the top 20% in the international business section
Working in teams, use critical thinking to analyze and solve problems and effectively communicate legal issues pertaining to international business law and international business operations.	Student exit survey for international business majors	80% of students will agree or strongly agree that the objective was reached
	Shipping document with terms assignment	90% of students will score 80% and above
Evaluate nature, significance and context of managerial activities as undertaken by leadership in various organizations in international business contexts.	Student exit survey for international business majors	80% of students will agree or strongly agree that the objective was reached
	Case study 1 – INTB420	80% of students will score proficient and above
Function effectively in situations characterized by cultural diversity. This includes awareness of own cultural intelligence and awareness of the cultural intelligence of others.	Cultural Intelligence Test	Students will reach a mean score of 4=agree

Bachelor of Science: Business Administration – Management
Program Learning Objectives & Measures

Objective	Measurement Instrument	Target
Graduates will:		
Learn to guide and direct the organization.	Drive book report assignment – MGMT464	80% of students will obtain 75% or above
	Formal research paper in APA format – MGMT464	80% of students will obtain 75% or above
	MGMT464 final example question: Explain five variables of motivation and provide an example of each variable that a manager could use in the workplace.	80% of students will obtain 75% or above
Be able to set goals and determine how to achieve goals.	Drive book report assignment – MGMT464	80% of students will obtain 75% or above
	Formal research paper in APA format – MGMT464	80% of students will obtain 75% or above
	MGMT464 final example question: Explain five variables of motivation and provide an example of each variable that a manager could use in the workplace.	80% of students will obtain 75% or above
Be able to accomplish goals through the efforts of others by identifying human behavior.	Drive book report assignment – MGMT464	80% of students will obtain 75% or above
	Formal research paper in APA format – MGMT464	80% of students will obtain 75% or above
	Training needs assessment – MGMT476	80% of students will obtain 80% or above
	MGMT464 final example question: Explain five variables of motivation and provide an example of each variable that a manager could use in the workplace.	80% of students will obtain 75% or above

Design effective organization structures.	Final evaluation – MGMT360	80% of students will obtain 75% or above
	Formal research paper in APA format – MGMT360	80% of students will complete the paper with 75% accuracy
Develop and implement control operations.	Final evaluation – MGMT371	80% of students will obtain 75% or higher
	Formal research paper in APA format – MGMT371	80% of students will complete the paper with 75% accuracy
Learn effective decision making processes.	Training needs assessment – MGMT476	80% of students will obtain 80% or above
Develop effective communication methods.	Student Leadership Practices Inventory (SLPI) – MGMT380	80% of students will complete the SLPI and score 80% or higher on the reflection paper
Learn about theory and methods used to motivate people.	Drive book report assignment – MGMT464	80% of students will obtain 75% or above
	Formal research paper in APA format – MGMT464	80% of students will obtain 75% or above
	MGMT464 final example question: Explain five variables of motivation and provide an example of each variable that a manager could use in the workplace.	80% of students will obtain 75% or above
Develop and practice effective leadership skills.	Student Leadership Practices Inventory (SLPI) – MGMT380	80% of students will complete the SLPI and score 80% or higher on the reflection paper
Design programs to develop people's abilities and talents.	Training needs assessment – MGMT476	80% of students will obtain 80% or above
Understand the role and impact of technology on the organization.	Computer lab sessions – MGMT280	80% of students will successfully complete the lab sessions
	Final evaluation – MGMT280	80% of students will obtain 75% or higher
	Formal research paper in APA format – MGMT280	80% of students will complete the paper with 75% accuracy
Be aware of and respond to diversity challenges both domestically and internationally.	Diversity case – BUSN308	80% of students will obtain 75% or higher on the final evaluation tool
Learn the legal aspects of recruiting, hiring, promoting and discharging people.	MGMT365 exams	75% of students will obtain 75% or higher on each exam

Demonstrate knowledge of labor law, collective bargaining, and negotiations.	MGMT469 exams	75% of students will obtain 75% or higher on each exam
	Bargaining simulation – MGMT469	75% of students will obtain 75% or higher
	MGMT451 exams	75% of students will obtain 75% or higher
	Case presentations – MGMT451	75% of students will obtain 75% or higher
Understand and apply principles related to incentive programs including compensation	MGMT 365 exams	75% of students will obtain 75% or higher on each exam

Bachelor of Science: Business Administration - Marketing
Program Learning Objectives

Objective	Measurement Instrument	Target
Graduates will:		
Demonstrate basic knowledge of marketing and other functional areas of business and their relationship to each other.	ETS Major Field Test in Business	The mean score of marketing majors will be in the 75 th percentile or above in the marketing section
	10 earmarked objective questions on final exam – MRKT 281	75% of students receive 70% or higher on these 10 questions
Demonstrate ability to research, synthesize, analyze and accurately interpret quantitative and qualitative information to drive effective marketing decision making.	Marketing Research Project - MRKT 480	75% of marketing majors receive 80% or higher on a grading rubric assessed by the entire marketing faculty
	Business Plan - BUSN 466	75% of marketing majors receive 80% or higher in the marketing section
	International Marketing Plan - INTB 486	80% of marketing majors receive 80% or higher on grading rubric assessed by the entire marketing faculty
	Retail Project – MRKT388	80% of marketing majors receive 80% or higher on grading rubric assessed by the entire marketing faculty
Demonstrate ability to effectively communicate orally in front of a group.	Marketing Research Project - MRKT 480	75% of marketing majors receive 80% or higher on a grading rubric assessed by the entire marketing faculty
	Business Plan - BUSN 466	75% of marketing majors receive 80% or higher on BUSN 466 Business Plan
	Student Portfolio – MRKT 481	75% of marketing majors receive 80% or higher on a grading rubric assess by the entire marketing faculty.
	Individual or Team Presentation - MRKT 281	75% of students receive 70% or higher based on assessment rubric
	Individual or Team Presentation - MRKT 379, MRKT 388, MRKT 389, INTB 486	80% of marketing majors receive 80% or higher on grading rubric assessed by the entire marketing faculty
Demonstrate ability to effectively communicate in writing related to marketing.	Marketing Research Project - MRKT 480	75% of marketing majors receive 80% or higher on a grading rubric assessed by the entire marketing faculty
	Business Plan -BUSN 466	75% of marketing majors receive 80% or higher in the marketing section

	Team Case Analysis – MRKT 281	75% of students receive 70% or higher on a grading rubric assessed by the entire marketing faculty
	5 case format questions as applied to specific case on final exam – MRKT 281	75% of students score 60% or above on earmarked case questions
Demonstrate ability to effectively work in a group and understand the principles of effective leadership.	Group Project – MRKT 381	95% of marketing majors receive a rating of “contributed their fair share” or “over achiever” on group project peer review
	Marketing Research Project - MRKT 480	95% of marketing majors receive a rating of “contributed their fair share” or “over achiever” on group project peer review
	Marketing Team Project - MRKT 379, MRKT 387, MRKT 388, INTB 486	95 % of marketing majors receive a rating of at least “contributed their fair share” on peer evaluations
Demonstrate entry-level employability skills in a marketing related job such as product management, sales, event management, marketing communications or public relations.	Student Portfolio - MRKT 481	75% of marketing majors receive 80% or higher on a grading rubric assess by the entire marketing faculty
	Alumni Survey	80% of marketing majors are successfully employed in a marketing related field or are attending graduate or professional school within 6 months of graduation
	Team Event - MRKT 379	75% of marketing majors receive 80% or higher on a grading rubric assessed by the entire marketing faculty
	Persuasive Sales Presentation - MRKT 283	80% of marketing majors receive 80% or higher on grading rubric assessed by the entire marketing faculty
	Advertising Plan/Campaign - MRKT 387	75% of marketing majors receive 80% or higher on grading rubric assessed by the entire marketing faculty
Demonstrate ability to use technology to assist with the synthesis and analysis of data, oral and written communications, and group collaboration.	SPSS Survey Project - MRKT 480	75% of marketing majors receive 80% or higher on a grading rubric assess by course instructor

Bachelor of Science: Finance and Economics
Program Learning Objectives & Measures

Objective	Measurement Instrument	Target
Graduates will:		
Demonstrate an advanced understanding of Microeconomics.	ECON308 final exam grade	75% of Finance and Economics majors achieve a grade of 80% or higher
Demonstrate an advanced understanding of Macroeconomics.	ECON309 final exam grade	75% of Finance and Economics majors achieve a grade of 80% or higher
Demonstrate an advanced understanding of economic theory as it relates to an area of specialty.	ECON308 & ECON309 final exam grades	75% of Finance and Economics majors achieve a grade of 80% or higher
	ECON304, ECON305, ECON408 final exam grades	All Finance and Economics majors achieve a grade of 75% or higher in one of these courses (area of specialty)
Possess analytical skills.	Business Plan completed in BUSN66	80% of Finance and Economics majors will score 80% or higher in the economics and finance section
Possess quantitative skills.	ETS Major Field Test in Business	The mean score of Finance and Economics majors will be in the 80 th percentile or above in the finance and economics sections
Demonstrate an understanding of firm value.	FINC341 final exam	80% of Finance and Economics majors will score 80% on final exam questions pertaining to firm value
Demonstrate an understanding of valuation concepts (time value of money).	FINC341 final exam	80% of Finance and Economics majors will score 80% on final exam questions pertaining to time value of money
Demonstrate an understanding of securities and markets valuation.	FINC 448 final exam	80% of Finance and Economics majors will score 80% on final exam questions pertaining to securities and markets valuation
Demonstrate an understanding of financial forecasting.	FINC341 final exam	80% of Finance and Economics majors will score 80% on final exam questions pertaining to financial forecasting
Demonstrate an understanding of management of financial institutions.	ECON304 final exam grade	75% of Finance and Economics majors achieve a grade of 80% or higher
Know the “best practices” used to estimate the Cost of Equity and the Weighted Average Cost of Capital.	Final exam, question 4 – FINC446	80% of students will score 80%

Memorize key financial ratios; know how to apply them and their limitations.	Final exam, question 1 – FINC446	80% of students will score 80%
Know two methods used to estimate Terminal Value and why it's important.	Final exam, question 7 – FINC446	70% of students will score 70%
Understand how to hedge using options, forward contracts, and futures and the advantages and disadvantages of each.	Final exam, question 9 – FINC446	80% of students will score 80%

The LSB also assesses the common professional component of each of its programs. This plan is summarized below.

Objective	Measurement Instrument	Target
Graduates will:		
Demonstrate knowledge of business-core subjects.	ETS Major Field Test in Business	LSB mean percent correct will equal or exceed the national mean in each assessment indicator area
Demonstrate skills in research, communications and critical thinking.	Business plan project completed in capstone course (BUSN466 – Business Policy)	At least 80% of students will earn 80% or higher