

## GFCB Undergraduate Learning Goals and Objectives

### **Goal 1: Communication**

*Our students will be able to communicate effectively in written and oral forms*

### **Goal 2: Legal and Ethical Awareness**

*Our students will demonstrate an awareness of legal and ethical issues in business and society*

### **Goal 3: Strategic and Critical Thinking**

*Our students will demonstrate strategic problem solving skills using integrated business knowledge.*

### **Goal 4: Global Awareness**

*Our students will be able to explain the increasingly integrated world economy and the forces behind this integration*

### **Goal 5: Discipline Knowledge**

*Our students will have a basic knowledge of the business disciplines in core areas*

## MBA Learning Goals and Objectives

### **Goal 1: Organizational Leadership**

*Our students and graduates will be competent to provide effective leadership in organizations*

### **Goal 2: Business Knowledge**

*Our graduates will have a solid understanding of the knowledge within the relevant business disciplines.*

### **Goal 3: Critical and Strategic Thinking**

*Our students and graduates will be able to think critical and innovatively and be able to apply strategic thinking in a changing business environment*

### **Goal 4: Global Awareness (PMBA only)**

*Our students will be able to explain the increasingly integrated world economy and the forces behind this integration*

## Undergraduate Assurance of Learning Goals

Goal	Measurement Outcome	Next Scheduled Measurement
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Communication		Fall 2013
Legal and Ethical Awareness	✓ ++	Spring 2014
Strategic and Critical Thinking		Fall 2013
Global Awareness	✓ ++	Spring 2014
Discipline Knowledge	✓ +	Fall 2013

## Graduate Learning Goals and Objectives

Goal	Measurement Outcome	Next Scheduled Measurement
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Organizational Leadership (Communication Ethics Teamwork)	✓ ++  Ethics and Teamwork	Spring 2014 (Communication) Fall 2014
Business Knowledge	✓ ++	Spring 2014
Critical and Strategic Thinking		Spring / Summer 2014
Global Awareness (PMBA only)		Fall 2013

✓++ = Exceeds the desired outcome

✓+ = Meets the desired outcome

✓- = Below the desired outcome

# Fall 2013 Senior Exit Exam.

	Number of	Majors					Section	Question	Embedded	BA 175
		ACCT	FIN	MGT	MKT	ECON				
		9.00	20.00	44.00	16.00					
	ID	Percent Correct								
MKT	Question ID 1	77.78	60.00	72.73	87.50			74.50		43.8
	Question ID 2	88.89	85.00	81.82	87.50			85.80		31.6
	Question ID 3	100.00	65.00	84.09	93.75			85.71		33.6
	Question ID 4	100.00	100.00	100.00	100.00			100.00		64.2
	Question ID 5	77.78	75.00	77.27	93.75			80.95		37.2
	Question ID 6	66.67	55.00	81.82	68.75			68.06		50.2
	Question ID 7	88.89	95.00	97.73	100.00			95.40		63.3
	Question ID 8	66.67	75.00	75.00	75.00			72.92		50.3
	Question ID 9	88.89	95.00	90.91	87.50			90.57		56.9
	Question ID 10	100.00	85.00	100.00	93.75			94.69		45.5
	Question ID 11	88.89	75.00	90.91	81.25	MKT	84.78	84.01		55.8
Ops	Question ID 12	77.78	70.00	52.27	31.25			57.83		23.3
	Question ID 13	88.89	85.00	88.64	81.25			85.94		53.2
	Question ID 14	100.00	100.00	97.73	100.00			99.43		66.9
	Question ID 15	88.89	80.00	77.27	81.25			81.85		46.5
	Question ID 16	66.67	80.00	79.55	75.00			75.30		43.7
	Question ID 17	88.89	100.00	90.91	100.00			94.95		72.4
	Question ID 18	77.78	35.00	52.27	56.25			55.33		52.8
	Question ID 19	55.56	85.00	86.36	68.75			73.92		46.3
	Question ID 20	88.89	75.00	77.27	68.75	OPS	78.00	77.48		66.1
	Question ID 21	100.00	100.00	90.91	100.00			97.73		66.0
	Question ID 22	100.00	85.00	86.36	93.75			91.28		28.9
Acc	Question ID 23	88.89	90.00	86.36	68.75			83.50		56.7
	Question ID 24	77.78	35.00	54.55	62.50			57.46		40.0
	Question ID 25	88.89	85.00	72.73	68.75			78.84		29.8
	Question ID 26	100.00	80.00	68.18	68.75			79.23		35.6
	Question ID 27	100.00	55.00	72.73	56.25			70.99		28.6
	Question ID 28	100.00	80.00	86.36	81.25			86.90		42.8
	Question ID 29	100.00	90.00	61.36	68.75			80.03		25.0
	Question ID 30	100.00	75.00	56.82	43.75			68.89		32.5
	Question ID 31	100.00	100.00	88.64	87.50			94.03		48.4
	Question ID 32	88.89	55.00	36.36	12.50			48.19		25.9
	Question ID 33	100.00	95.00	88.64	87.50			92.78		29.7
Macro	Question ID 34	100.00	50.00	50.00	25.00			56.25		29.9
	Question ID 35	100.00	85.00	68.18	31.25	Acct	77.15	71.11		29.9
	Question ID 36	100.00	85.00	86.36	87.50			89.72		59.5
	Question ID 37	100.00	80.00	93.18	87.50			90.17		50.1
	Question ID 38	77.78	85.00	93.18	93.75			87.43		49.4
	Question ID 39	100.00	95.00	95.45	100.00			97.61		61.5
	Question ID 40	88.89	55.00	63.64	50.00			64.38		46.6
	Question ID 41	33.33	40.00	65.91	37.50			44.19		26.8
	Question ID 42	100.00	100.00	100.00	100.00			100.00		64.2
	Question ID 43	66.67	45.00	56.82	75.00	Macro	79.30	60.87		32.7
	Question ID 44	88.89	75.00	90.91	62.50			79.32		47.1
Micro	Question ID 45	88.89	95.00	88.64	100.00			93.13		50.3
	Question ID 46	88.89	90.00	88.64	68.75			84.07		45.6
	Question ID 47	100.00	100.00	90.91	100.00			97.73		47.3
	Question ID 48	33.33	65.00	45.45	50.00			48.45		21.5
	Question ID 49	33.33	40.00	56.82	31.25			40.35		25.0
	Question ID 50	88.89	80.00	70.45	56.25			73.90		39.9
	Question ID 51	77.78	50.00	63.64	62.50	Micro	72.55	63.48		38.3

Stats	Question ID 52	88.89	95.00	86.36	87.50			89.44	50.10
	Question ID 53	77.78	55.00	59.09	87.50			69.84	41.83
	Question ID 54	100.00	100.00	90.91	100.00			97.73	63.15
	Question ID 55	66.67	95.00	84.09	100.00			86.44	26.21
	Question ID 56	88.89	80.00	54.55	50.00			68.36	26.22
	Question ID 57	100.00	100.00	90.91	75.00			91.48	61.56
	Question ID 58	100.00	50.00	75.00	87.50			78.13	38.13
	Question ID 59	66.67	95.00	79.55	87.50	Stats	82.95	82.18	65.34
FIN	Question ID 60	100.00	95.00	97.73	100.00			98.18	50.45
	Question ID 61	88.89	75.00	45.45	31.25			60.15	24.08
	Question ID 62	66.67	90.00	88.64	50.00			73.83	33.50
	Question ID 63	100.00	100.00	90.91	87.50			94.60	57.65
	Question ID 64	66.67	75.00	86.36	75.00			75.76	38.19
	Question ID 65	88.89	100.00	90.91	81.25			90.26	50.17
	Question ID 66	44.44	90.00	75.00	56.25			66.42	38.99
	Question ID 67	100.00	85.00	93.18	68.75	Fin	80.74	86.73	53.15
CIS	Question ID 68	88.89	90.00	75.00	100.00			88.47	38.27
	Question ID 69	33.33	45.00	47.73	25.00			37.77	39.33
	Question ID 70	100.00	65.00	56.82	56.25			69.52	39.12
	Question ID 71	77.78	70.00	72.73	68.75			72.31	46.60
	Question ID 72	88.89	60.00	54.55	93.75			74.30	34.14
	Question ID 73	77.78	65.00	70.45	93.75			76.75	27.86
	Question ID 74	88.89	90.00	81.82	68.75			82.36	36.28
	Question ID 75	77.78	75.00	54.55	18.75			56.52	14.89
	Question ID 76	100.00	85.00	86.36	68.75	CIS	71.45	85.03	20.38
Legal	Question ID 77	77.78	20.00	54.55	43.75			49.02	38.09
	Question ID 78	100.00	95.00	95.45	87.50			94.49	58.79
	Question ID 79	100.00	95.00	97.73	100.00			98.18	53.15
	Question ID 80	66.67	90.00	79.55	62.50			74.68	44.03
	Question ID 81	100.00	95.00	79.55	81.25			88.95	40.97
	Question ID 82	55.56	65.00	70.45	81.25			68.07	34.27
	Question ID 83	77.78	35.00	40.91	50.00			50.92	35.35
	Question ID 84	77.78	40.00	63.64	56.25	Legal	72.96	59.42	25.94
MGT	Question ID 85	88.89	70.00	68.18	87.50			78.64	42.90
	Question ID 86	100.00	95.00	81.82	87.50			91.08	37.13
	Question ID 87	55.56	15.00	52.27	62.50			46.33	29.64
	Question ID 88	88.89	85.00	75.00	93.75			85.66	40.04
	Question ID 89	88.89	75.00	70.45	81.25			78.90	41.96
	Question ID 90	66.67	65.00	59.09	43.75			58.63	36.41
	Question ID 91	77.78	85.00	95.45	68.75			81.75	46.60
	Question ID 92	100.00	85.00	79.55	87.50			88.01	39.91
	Question ID 93	55.56	70.00	65.91	81.25			68.18	25.15
	Question ID 94	88.89	80.00	72.73	75.00	MGT	75.63	79.15	33.49
	Average	84.40	76.60	76.21	73.40			77.65	