Management

Assessment Plan for the PhD Program

Learning Goals

1. Comprehensive Disciplinary Knowledge
2. Research Skills
3. Communications Skills
4. Technology Skills

Learning Goal #1: Comprehensive Disciplinary Knowledge

Students who earn a doctorate degree in business will be able to demonstrate a comprehensive and intensive knowledge of the theories, concepts, frameworks, empirical findings, and controversies in a chosen business discipline.

Objectives: All students should meet expectations in all annual reviews.

Learning Goal #2: Research Skills

Students who earn a doctorate degree in business will be able to demonstrate a comprehensive and intensive knowledge of the research methods and analytical techniques applicable to a chosen business discipline.

Objectives: All students should meet expectations in all annual reviews.

Learning Goal #3: Communication Skills

Students who earn a doctorate degree in business will be able to design, conduct, and communicate – in both written and oral formats – original research that makes a substantial contribution to a selected business discipline.

Objectives: All students should meet expectations in all annual review.

Learning Goal #4: Teaching Skills

Students who earn a doctorate degree in business will be able to teach effectively in a selected discipline at the university level.

Objectives: All students should meet expectations in the first year of teaching and show improvement in subsequent years.
Assessment Plan for the MBA Program

Learning Goals

1. Professional Integrity / Ethical Reasoning Skills
2. Global Reasoning Skills
3. Written Communications Skills
4. Technology Skills

Learning Goal #1: Professional Integrity / Ethical Reasoning Skills

Students will be able to recognize ethical issues, demonstrate familiarity with alternative frameworks for ethical reasoning, and discern trade-offs and implications of employing different ethical frames of reference when making business decisions.

Objectives: 90% of all students meet the minimum acceptable standards.

Learning Goal #2: Global Context Skills

Students will be conversant with major economic, social, political, and technological trends and conditions influencing foreign investment and development of the global economy and demonstrate an understanding of the cultural, interpersonal and analytical competencies required for engaging in global business activities.

Objectives: 90% of all students meet the minimum acceptable standards.

Learning Goal #3: Written Communication

Students will demonstrate proficiency in written communications by creating written document that are clearly written, with appropriate content and conclusions.

Objectives: 90% of all students meet the minimum acceptable standards.

Learning Goal #4: Technology Skills

Students will be able to integrate and apply the tools and techniques of management, drawing on a broad-based knowledge of the major functions (accounting, economics, finance, information systems, marketing, operations management, and strategy) to solve complex business problems and make sound business decisions.

Objectives: 90% of all students meet the minimum acceptable standards.
Assessment Plan for the
Master of Professional Accountancy (MPAc) Program

Learning Goals

1. Accounting/Auditing, Tax or Information Systems Skills
2. Professional Integrity / Ethical Reasoning Skills
3. Global Context Skills
4. Technology Skills

Learning Goal #1: Accounting/Auditing, Tax or Information Systems Skills
Technical competence in one of the three areas of emphasis: accounting/auditing, tax or information systems.

Objectives: 90% of all students meet the minimum acceptable standards.

Learning Goal #2: Professional Integrity / Ethical Reasoning Skills
Students will be able to recognize ethical issues, demonstrate familiarity with alternative frameworks for ethical reasoning, and discern trade-offs and implications of employing different ethical frames of reference when making business decisions.

Objectives: 90% of all students meet the minimum acceptable standards.

Learning Goal #3: Global Context Skills
Students will be conversant with major economic, social, political, and technological trends and conditions influencing foreign investment and development of the global economy and demonstrate an understanding of the cultural, interpersonal and analytical competencies required for engaging in global business activities.

Objectives: 90% of all students meet the minimum acceptable standards.

Learning Goal #4: Technology Skills
Students will be able to integrate and apply the tools and techniques of business, drawing on a broad-based knowledge of the major functions (accounting, economics, finance, information systems, marketing, operations management, and strategy) to solve complex business problems and make sound business decisions.

Objectives: 90% of all students meet the minimum acceptable standards.
Assessment Plan for the Master of Finance (MFin) Program

Learning Goals

• Basic Knowledge in Finance
  o Students understand unique responsibilities of financial managers for modern corporations.
  o Students can correctly implement cash flow analysis for corporate investments
  o Students understand the principles of diversification for the trade-off between expected return and risk
  o Students know how to determine cost of capital given basic inputs

• Ethical Awareness
  o Students are aware of how ethical considerations can influence financial decisions and are reflected in such principles as the present value rule, value maximizations, and can be influenced by agency problems.

• Advanced Analytical Competency
  o Students can access and assemble data obtained from standard finance databases
  o Students can explain empirical methods used in finance and economics research papers
  o Students can conduct empirical analysis using standard empirical methods in finance

• Critical Reasoning in Finance
  o Students can understand and articulate the main argument and evidence presented in a scholarly article
  o Students can position scholarly articles in relation to each other and form a coherent view of mainstream finance topics
  o Students can evaluate and critique a scholarly article on the significance of its incremental contribution, integration of theory and empirical hypotheses, appropriateness of empirical methods, and validity of results interpretation

• Professional Written Communication
  o Students can communicate effectively and professionally through writing