**COB Assessment Plan (ARTIFACTS): Graduate Program – MBA**

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| **Student Learning Outcome (SLO)** | **Artifact**  (Internal or External) | **Type**  (Direct/  Indirect) | **Type** (Formative/Summative) | **Course** | **Rubric** | **Frequency (Semester)** | **Level**  (Introductory/  Developing/  Mastery) | **Responsibility** |
| 1.Oral Communication | Presentation (Internal) | Direct | Formative | GBUS 574 | Oral Communication (AACU) | Fall | Introductory | Huntley |
|  | Presentation (Internal) | Direct | Formative | GMKT 564 | Oral Communication (AACU) | Fall, Spring | Mastery | Gunn |
| 2.Written Communication | Report (Internal) | Direct | Formative | GMGT 561 | Written Communication (AACU) | Fall, Spring | Introductory | Dyson |
|  | Case  (Internal) | Direct | Summative | GBUS 565 | Written Communication (AACU) | Fall, Spring | Mastery | Wright |
| 3.Business Knowledge and Application | National Field Test (External) | Direct | Summative | None | None | Bi-Annual | Mastery | Wright |
| 4.Critical Thinking | Individual Term Project (Internal) | Direct | Formative | GMGT 585 | Critical Thinking | Fall, Spring | Introductory | Baker |
|  | Case  (Internal) | Direct | Summative | GBUS 565 | Written Communication (AACU) | Fall, Spring | Mastery | Wright |
| 5.Information Literacy | Final Exam (Internal) | Direct | Formative | GBUS 574 | Information Literacy (AACU) | Fall | Mastery | Malcolm |
|  | Report (Internal) | Direct | Formative | GMGT 561 | Information Literacy (AACU) | Fall, Spring | Developmental | Dyson |
| 6.Global Perspectives | Report (Internal) | Direct | Formative | GMGT 561 | Global Perspectives (AACU Adapted) | Fall, Spring | Mastery | Dyson |