

COB Assessment Plan Measures: Graduate Program – All Majors

Shared Outcomes

Learning Outcome	Artifact (Internal or External)	Type (Direct/ Indirect)	Type (Summative/ Formative)	Course	Frequency (Semester)	Level (Introductory/ Mastery)	Responsibility
1. Business Knowledge and Application	- MFT – Scores for Accounting, Finance, Management, and Marketing (External)	-Direct	-Summative -Summative	GBUS 578	-Fall/Spring	-Mastery	Wright
2 & 3. Critical Thinking	-MFT (External) -Final Presentation (Internal)	-Direct -Direct	-Summative -Summative	GBUS 578 GBUS 579	-Fall/Spring -Fall/Spring	-Mastery -Mastery	Wright
4.Oral Communication	-Marketing Report Presentation (Internal)	-Direct	-Summative	GMKT 564	-Fall/Spring	-Mastery	Wells-O’Rear
5. Global Perspectives	-Global Report (Internal)	-Direct	-Summative	GMGT 561	-Fall/Spring	-Mastery	Crawford
6. Information Literacy	-Final Project (Internal)	-Direct	-Summative	GBUS 574	-Fall/Spring	-Mastery	Malcolm Bustinza
7. Written Communication	-Written Report (Internal)	-Direct	-Summative	GMGT 561	-Fall/Spring	-Mastery	Crawford