

COB Assessment Plan Measures: Graduate Online 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	-Peregrine Test (External)	-Indirect	-Summative	LMBA 565	-Fall/Spring	-Mastery	Adjunct
2. Ethical Leadership	-Final Paper (Internal)	-Direct	-Summative	GBUS 572	-Fall/Spring	-Mastery	Adjunct
3. Written Communication	-Major Strategic Plan (Internal)	-Direct	-Summative	LMBA 565	-Fall/Spring	-Mastery	Adjunct
4. Oral Communication	-Video Presentation (Internal)	-Direct	-Summative	GBUS 572	-Fall/Spring	-Mastery	Adjunct
5. Global Perspectives	-Foreign Market Report and Slides (Internal)	-Direct	-Summative	LMBA 551	-Fall/Spring	-Mastery	Adjunct
6. Information Literacy	-Evaluating Information Sources Using the CARP Method (Internal)	-Direct	-Summative	GBUS 574	-Fall/Spring	-Mastery	Adjunct