

COB Assessment Plan Measures: Undergraduate 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. Christian Worldview	-Reflections Paper (Internal)	-Direct	-Summative	LBUS 100	-Fall	-Mastery	Adjunct
2. Business Knowledge and Application	-Peregrine Test (External)	-Indirect	-Summative	LBUS 400	-Fall/Spring	-Mastery	Adjunct
3. Oral Communication	-Present Research Project (Internal) -Present Strategic Recommendations (Internal)	-Direct -Direct	-Summative -Summative	LMGT 341 LMGT 431	-Spring -Fall/Spring	-Mastery -Mastery	Adjunct
4. Written Communication	-Written Business Letter (Internal) -Business Plan (Internal)	-Direct -Direct	-Summative -Summative	LMGT 341 LBUS 499	-Spring -Summer	-Mastery -Mastery	Adjunct

Discipline Specific

Learning Outcome	Artifact (Internal or External)	Type (Direct/ Indirect)	Type (Summative/ Formative)	Course	Frequency (Semester)	Level (Introductory/ Mastery)	Responsibility
1. Business Administration	-Strategic Recommendations Assignment (Internal)	-Direct	-Summative	LMGT 431	-Fall/Spring	-Mastery	Adjunct
2. Financial Management	-Final Project (Internal)	-Direct	-Summative	LFIN 438	-Fall	-Mastery	Adjunct
3. Human Resources Management	-Hiring Plan (Internal)	-Direct	-Summative	LMGT 353	-Fall	-Mastery	Adjunct
4. International Business and Ministry	-Country Assessment (Internal)	-Direct	-Summative	LBUS 361	-Fall	-Mastery	Adjunct
5. Management	- Environmental Analysis and Competitive Positioning (Internal)	-Direct	-Summative	LMGT 431	-Fall/Spring	-Mastery	Adjunct
6. Marketing	-Situation Analysis- Segmentation, Targeting, Positioning Strategy (Internal)	-Direct	-Summative	LMKT 455	-Spring	-Mastery	Adjunct