

COB Assessment Plan Measures: Undergraduate Residential Programs – 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 | -EBI (IQ 1-10) (External) -Reflections Paper (Internal) -Ethics Paper (External) | -Indirect -Direct -Direct | -Summative -Formative -Summative | MGT 431 BUS 100 BUS 400 | -Spring -Fall/Spring | -Mastery -Introductory -Mastery | Huntley Miller Huntley |
| 2. Business Knowledge and Application | -MFT (External) -MFT-Discipline Specific Questions (External) | -Direct -Direct | -Summative -Summative | MGT 431 | -Fall/Spring -Fall/Spring | -Mastery -Mastery | Wright |
| 3.Oral Communication | -EBI (Q074) (External) -Persuasive Pitch (Internal) -Present Strategic Recommendations (Internal) | -Indirect -Direct -Direct | -Summative -Summative -Summative | MGT 431 MGT 341 MGT 431 | -Spring -Fall/Spring -Fall/Spring | -Mastery -Mastery -Mastery | Huntley D Crawford Wright |
| 4. Teamwork and Collaboration | -EBI (Q086) (External) -Final Case Analysis Paper (Internal) -Business Plan (Internal) | -Indirect -Direct -Direct | -Summative -Summative -Summative | MGT 431 MGT 431 BUS 499 | -Spring -Fall/Spring -Fall/Spring | -Mastery -Mastery -Mastery | Huntley Wright Hart/Bustinza |
| 5. Written Communication | -EBI (Q075) (External) -Final Persuasive Pitch Paper (Internal) -Business Plan (Internal) | -Indirect -Direct -Direct | -Summative -Summative -Summative | MGT 431 MGT 341 BUS 499 | -Spring -Fall/Spring -Fall/Spring | -Mastery -Mastery -Mastery | Huntley D Crawford Hart/Bustinza |

Discipline Specific

| Learning Outcome | Artifact (Internal or External) | Type (Direct/ Indirect) | Type (Summative/ Formative) | Course | Frequency (Semester) | Level (Introductory/ Mastery) | Responsibility |
|-------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------|-----------------------------------|---------|-------------------------|-------------------------------------|----------------|
| 1. Accounting | -Computer Problem (Internal) | -Direct | -Summative | ACT 327 | -Fall | -Mastery | Caudle |
| 2. Business Administration and Business Analytics | -Strategic Recommendations (Internal) | -Direct | -Summative | MGT 431 | -Fall/Spring | -Mastery | Wright |
| 3. Entrepreneurship | -New Venture Creation (Internal) | -Direct | -Summative | ENT 325 | -Spring | -Mastery | Schneider |
| 4. Finance | -Final Project (Internal) | -Direct | -Summative | FIN 438 | -Spring | -Mastery | Constable |
| 5. International Business and International Business and Ministry | -Country Assessment (Internal) | -Direct | -Summative | BUS 361 | -Spring | -Mastery | D Crawford |
| 6. Management | - Environmental Analysis and Competitive Positioning (Internal) | -Direct | -Summative | MGT 431 | -Fall/Spring | Mastery | Wright |
| 7. Marketing | -Situation Analysis, STP Strategy, 4P Tactical Marketing Programs (Internal) | -Direct | -Summative | MKT 455 | -Spring | Mastery | B Crawford |