

BSBA/BABA Assessment Matrix																			
Learning Goal	Learning Objective	Assessment	ECO 2013	ECO 2023	CGS 2531	ACG 2021	ACG 2071	GR Writing	I/D & Study Abroad	MAN 3025	MAR 3023	FIN 3403	QMB 3250	GEB 3373	BUL 4310	MAN 4504	GEB 3213	GEB 3218	Capstone Major Course
Demonstrate competency in and across business disciplines	Demonstrate knowledge and understanding of elements of economics, finance, accounting, marketing, operations management, organizational behavior, business law, information technology, business statistics, and social responsibility.	CAPSIM	I	I	I	I	I			I	I	I	I	R	I	I			
	Demonstrate proficiency in the use of business-related software applications.	QMB 3250			I	R	R						R & A						
Apply appropriate problem solving and decision-making skills	Specify and implement a framework for identifying a business problem and develop alternative solutions and a set of evaluation criteria.	QMB 3250, MAN 4504	I	I		R	R			R			R & A	R		R & A			R
	Assess the outcomes of a course of action and make appropriate adjustments.	QMB 3250, MAN 4504	I	I		R	R			R			R & A	R		R & A			R
Possess effective communication skills	Write business documents clearly, concisely, and analytically.	GEB 3213						I & R									R & A		R
	Speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids.	GEB 3218																I & A	R
Appreciate the ethical aspects of business	Define the ethical responsibilities of business organizations and identify relevant ethical issues.	MAR 3023, BUL 4310, MAN 3025								R & A	R & A	R			R & A				
Possess a global perspective on business	Describe the key components of the business environment that vary across countries and understand how these differences present challenges and opportunities for the conduct of business.	MAR 3023, GEB 3373, ETS Exam	I	I					I & R	I	R & A			R & A					
	Possess awareness of cultural differences and how these differences affect business decisions.	GEB 3373							I & R	I	I			R & A					
Understand the principles of groups, teams, managers and leaders	Identify characteristics and roles of groups and teams.	MAN 3025								I & A									
	Identify characteristics and roles of managers and leaders.	MAN 3025								I & A	I								

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