

Assurance of Learning Guide

Undergraduate Management Majors



Learning Goal 1A: Written Communication

Objectives:

The objectives listed are primary or secondary learning objectives in:

Objective 1: The idea or argument is clearly developed over the course of an essay.

Objective 2: The organization is consistent and clear.

Objective 3: Evidence, examples, and illustrations are well chosen and developed.

Objective 4: Style and usage are correct.

- ✓ MGMT 100
- ✓ MGMT 170
- ✓ MGMT 260
- ✓ MGMT 262

- ✓ MGMT 210
- ✓ MGMT 230
- ✓ MGMT 250

Learning Goal 1B: Oral Communication

Objective 1: Structure. Clear structure and good organization; strong introduction; strong conclusion.

Objective 2: Delivery. Clear diction; easy to understand what is being said; confident and appealing tone; addressed audience, did not just read from notes or slides.

Objective 3: Non-verbal communication. Confident posture; eye contact; no inappropriate or distracting gestures or movements.

- ✓ MGMT 170
- ✓ MGMT 230
- ✓ MGMT 260
- ✓ MGMT 104
- ✓ MGMT 262

Learning Goal 2: Critical thinking

Objective 1: Understands basic storyline of and key issues in case.

Objective 2: Identifies relevant concepts needed to analyze case.

Objective 3: Is able to use concepts to analyze case.

Objective 4: Draws conclusions based on the analysis.

✓ MGMT 100

✓ MGMT 101

✓ MGMT 104

✓ MGMT 110

✓ MGMT 203

✓ MGMT 210

✓ MGMT 230

✓ MGMT 240

✓ MGMT 250

✓ MGMT 260

✓ MGMT 262

Learning Goal 3: Ethical decision making

Objective 1: Is able to identify business ethical issues.

Objective 2: Is able to identify key stakeholders affected by these issues.

Objective 3: Understands the social consequences of these issues/actions.

✓ MGMT 262

✓ MGMT 210

✓ MGMT 230

✓ MGMT 100

✓ MGMT 101

✓ MGMT 260

Learning Goal 4: Teams

Objective 1: Understand role in a team.

Objective 2: Is able to assess personal strengths and weaknesses and how they contributed to/affected the team's effectiveness.

Objective 3: Understands and knows how to practice surfacing sensitive team issues, including giving performance feedback in a productive manner to a team member.

✓ MGMT 100

✓ MGMT 210

✓ MGMT 104

✓ MGMT 260

✓ MGMT 262