



Business Administration (B.S.)

Department Website: <http://www.american.edu/kogod/>

1. Learning Outcomes

1. Students will have and be able to apply core business knowledge (CBK).
 - a. global business operations and economics
 - b. how goods and services are produced and marketed
 - c. accounting, financial analysis, and business finance
 - d. basic management theory and organizational dynamics
 - e. legal, ethical, and societal dimensions of business
2. Students will understand how to use technology and analytical tools in business.
 - a. Understanding Business IT: Students can describe the basis technology infrastructure and data processing behind typical business applications.
 - b. Extracting Data From Databases: Students can use technology to access, manipulate and extract data from data sources for reporting and to import into other analytical tools like Excel spreadsheets.
 - c. Data Manipulation: Students can manipulate data using a variety of analytical tools.
 - d. Decision Making: Students can use technology and analytical tools to improve the quality and efficiency of decision making.
3. Students will demonstrate professional competence in oral and written communication skills in a business setting.

2. **Assessment Plan**

Measures	Target**	Learning Outcomes	Cycle and Reviewers
ETS Standardized Subject Test	80% of students taking exam achieve 70% or better on each indicator	Students will have and be able to apply core business knowledge	Assessed AY07-08; Reviewed by Assessment Task Force and Department Chairs
Course-based homework and exam problems	80% of students whose work is assessed achieve score of 3 (of 5) or better on each indicator	Students will understand how to use technology and analytical tools in business.	Assessed AY06-07; Reviewed by knowledgeable faculty
Course-based projects and presentations	80% of students whose work is assessed achieve score of 3 (of 5) or better on each indicator	Students will demonstrate professional competence in oral and written communication skills in a business setting.	Being assessed AY08-09; Reviewed by faculty and professional bus-comm staff