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**

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