

Bachelor of Science in Business Administration

RU ASSESSMENT GOAL 1: Discipline-focused content HCB Program Goal 1: Discipline-focused content

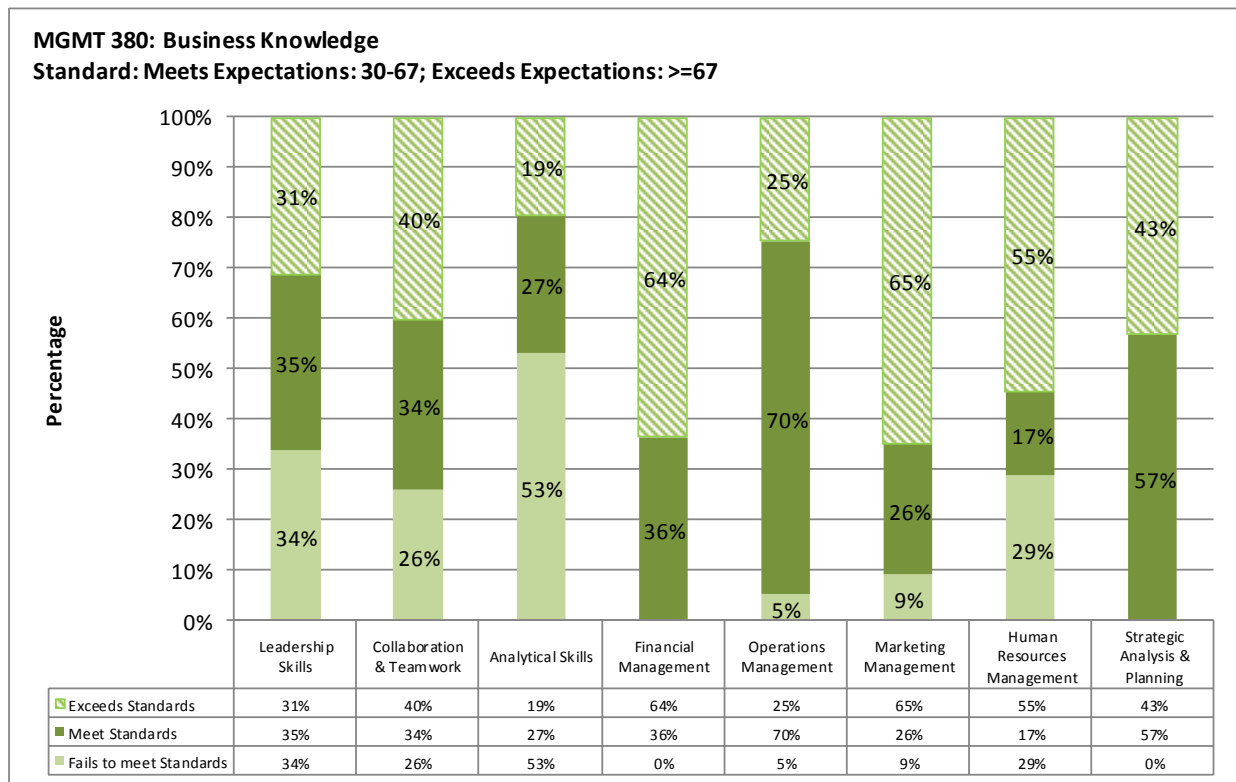
Learning Objective: Business knowledge

Description:

This goal focuses on the demonstration of the understanding of the basic principles in a major or selected business discipline. The Learning Assurance Report (LAR), based on a Business Strategy Game (BSG), provides solid empirical data regarding the business skills and decision-making capabilities of the students. LAR Report does not have a solid section in Accounting. LAR offers measurements only in:

1. Leadership Skills 4. Operations Management 7. Human Resources Management
2. Collaboration & Teamwork 5. Financial Management 8. Strategic Planning & Analysis
3. Analytical Skills 6. Marketing Management 9. Corporate Social Responsibility.

Outcome:



Courses and Faculty:

Fall 2017 MGMT 380 LAR Data Prof. Tucker; Fall 2017 MGMT 380 LAR Data Prof. Magner;
Spring 2018 MGMT 380 LAR Data Prof. Tucker

Learning Objective: Analytical and quantitative skills

Description:

The students are introduced to an Industry Case. Students were required to identify companies that operated within a certain industry based upon financial data and ratios. Students are measured on the following items:

Identification of Symptoms

The students are asked to identify symptoms of the company's problems. The students are expected to understand the distinction between symptoms and problems.

Problem Statements

The students are expected to identify at least one of the company's substantial problems and state the problem in terms that are actionable by the company's leadership.

Analysis of Relevant Data

The students are expected to perform basic analyses with relevant data.

Applies Appropriate Procedures

The students are expected to choose statistical procedures to analyze the problems with very little errors. They need to understand how the factors influence the appropriate statistical procedures and should be able to explain why procedures are appropriate for the problem.

Problem Analysis

The students are expected to analyze at least one problem thoughtfully and apply a strategic analysis. They are required to apply relevant financial or quantitative analysis.

Identification of Alternatives

Appropriate number of alternatives should be identified for more than one problem.

Evaluation of Alternatives

Pros and cons for appropriate number of alternatives should be provided by students. Most of the arguments should be convincing and supported.

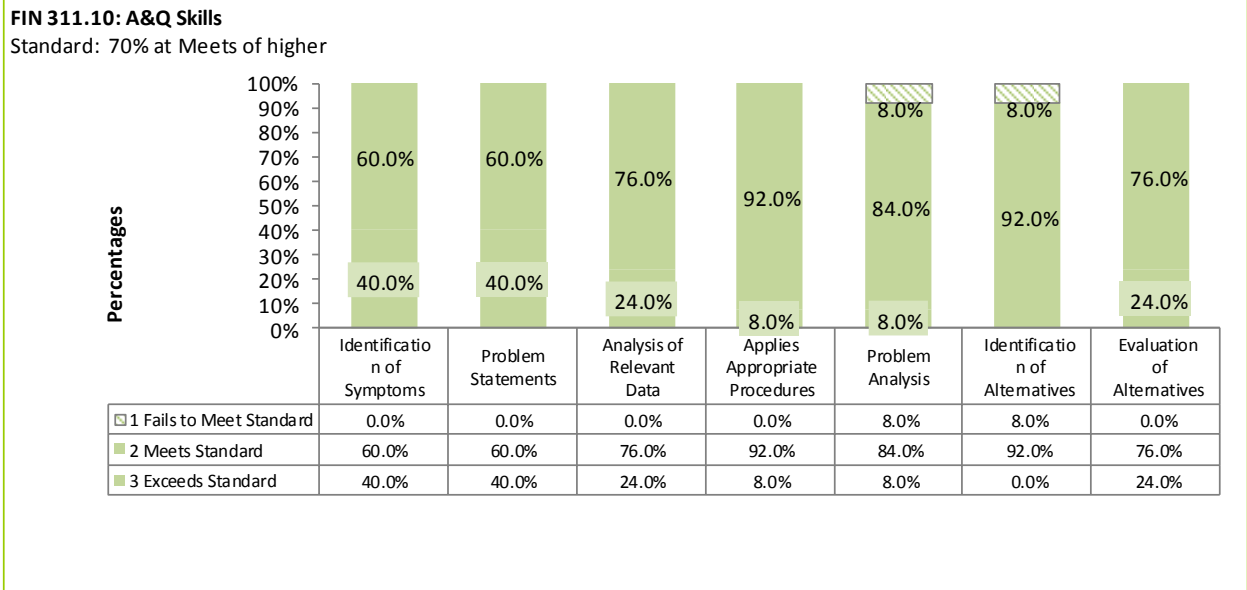
Recommended Course of Action

The students are expected to provide courses of action with feasibility, which are likely to solve the identified problems and lead to above average returns in this industry.

Implementation Plan

The students are expected to provide timeline with appropriate responsibilities.

Outcome:



Courses and Faculty:

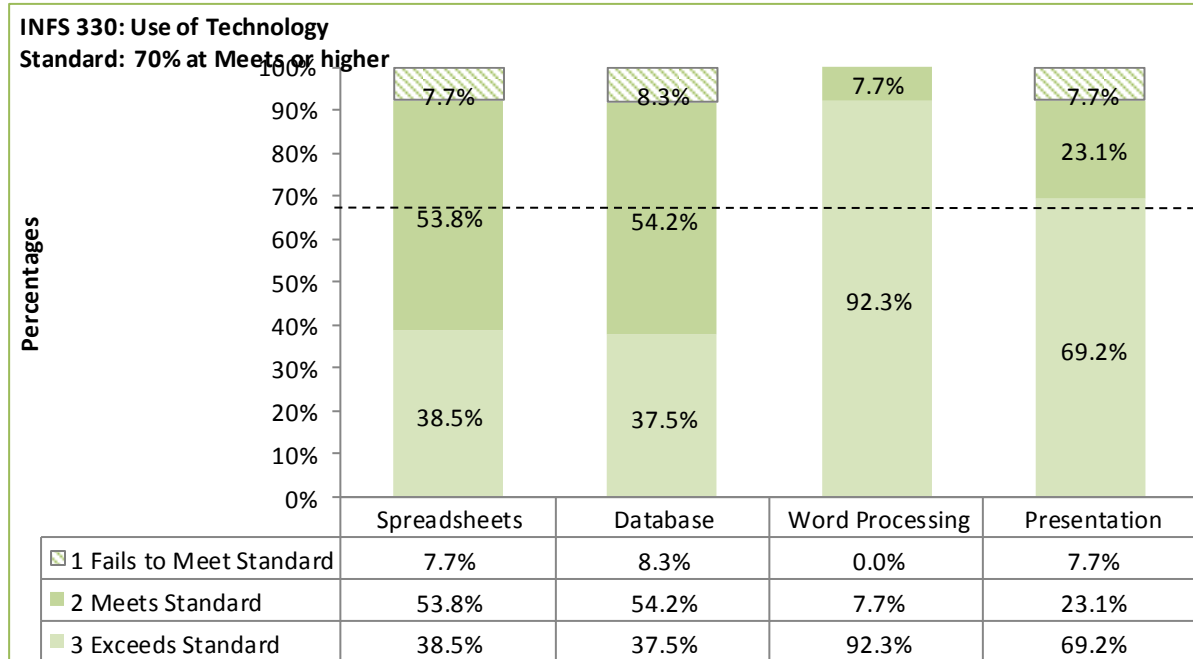
Fall 2017 FIN 311 Prof. Andrews

Learning Objective: Use of technology

Description:

The students are expected to read a textbook case study, create a paper to hand in that summarizes the case, and share the student's learning experiences. Also develop a Slideshow (PowerPoint or other) and present the case in class with accompanying questions and answers; answering the text's questions on the case.

Outcome:



Courses and Faculty:

Fall 2017 INFS 330 Prof. Temple; Spring 2018 INFS 330 Prof. Chan

RU ASSESSMENT GOAL 2: Effective communication

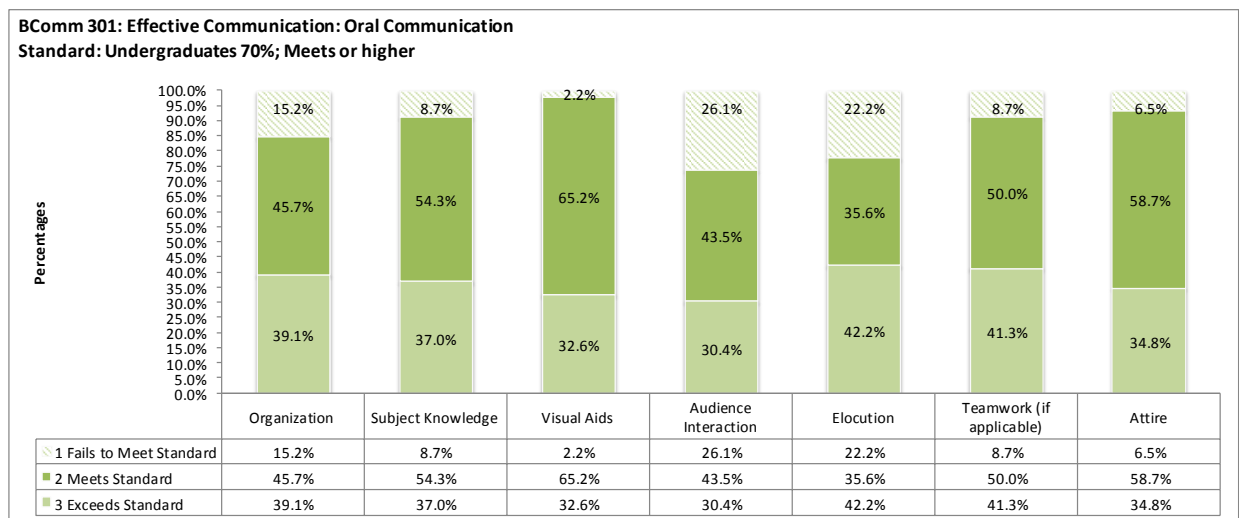
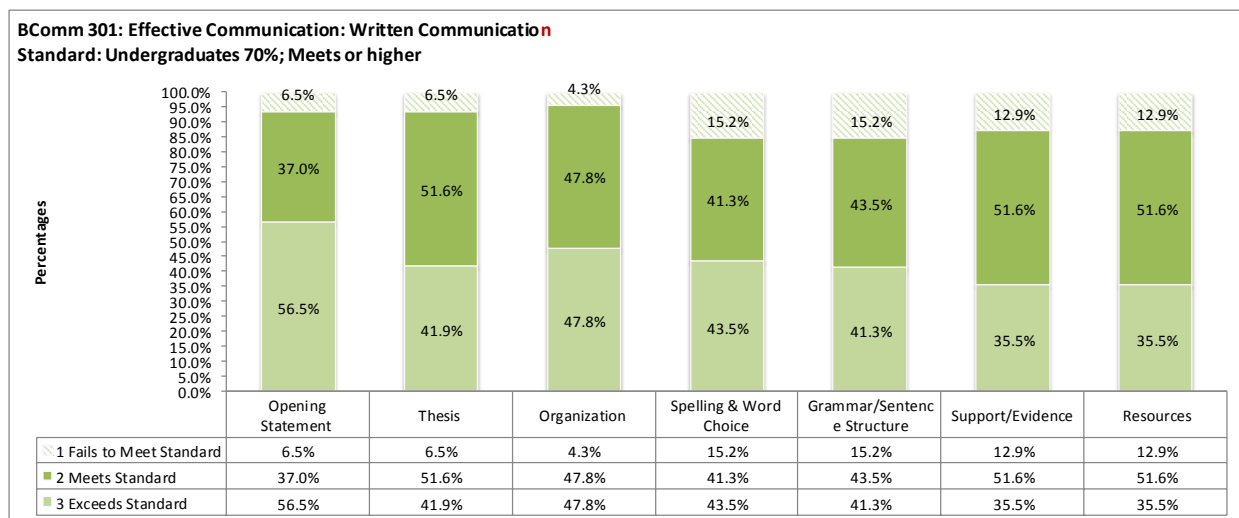
HCB Program Goal 2: Ability to communicate effectively

Learning objectives:

- a. Written Communications, and
- b. Oral Communications.

Description:

Students compose and present a coherent product. Effectiveness of both written and oral communication skill are assessed. The written communication skills are assessed along 7 dimensions: (1) Opening Statement, (2) Thesis, (3) Organization, (4) Spelling & Word Choice, (5) Grammar/Sentence Structure, (6) Support/Evidence and (7) Resources. The oral communication skills are also addressed along 7 dimensions: (1) Organization, (2) Subject Knowledge, (3) Visual Aids, (4) Audience Interaction, (5) Elocution, (6) Teamwork and (7) Attire.



Courses and Faculty: Spring 2018 BCOM 301 Prof. Curtis; Fall 2017 BCOM 301 Prof. Ross; Fall 2017 BCOM 301 Prof. Curtis

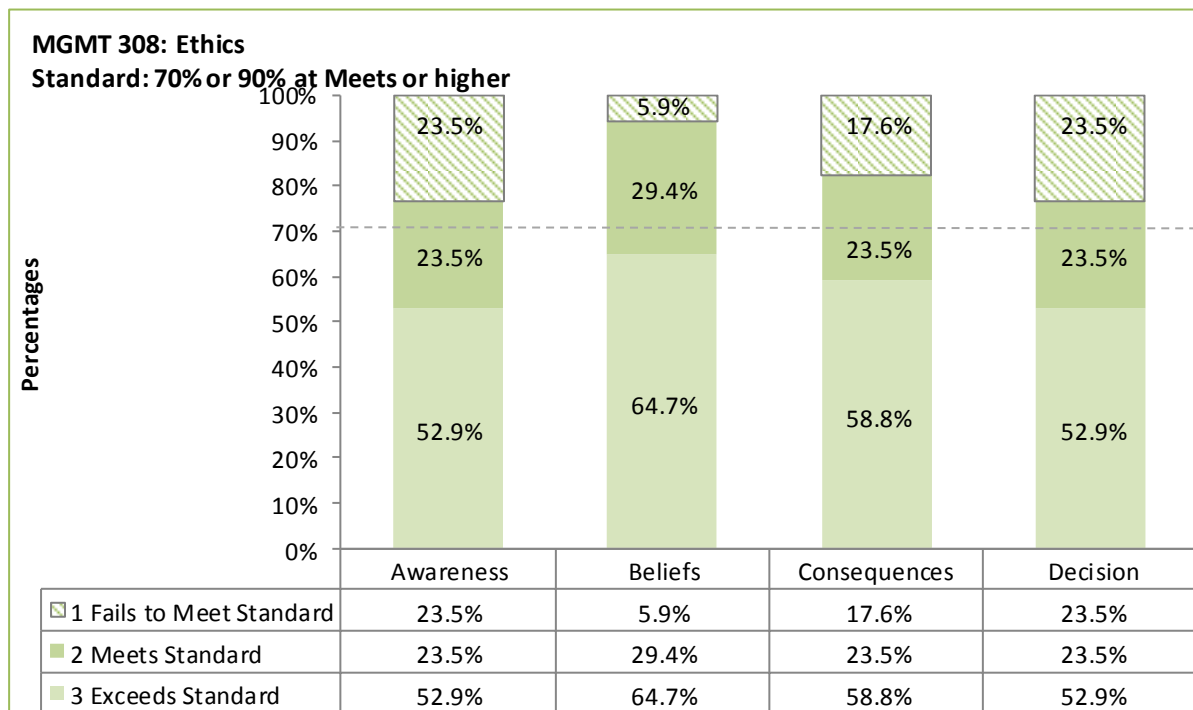
RU ASSESSMENT GOAL 3: Social Justice and Civic Engagement HCB Program Goal 3: Ethics

Learning Objectives: Ethics

Description:

Students are given an ethical example and asked to answer various questions about it. The ethical evaluation is grounded on four factors including awareness, beliefs, consequences, and decision. The awareness factor is based on facts of the specific case, its ethical dimensions, and ethical and legal dilemmas. The beliefs include objective understanding of ethical theory, reason, subjective evaluation, and consequences. The consequences rely on the environment relevancy, specific beliefs of the case. The decision is evaluated based on applying ethical theories, self-interest, stand on ethical matters, and willing to act ethically.

Outcome:



Courses and Faculty:

Spring 2018 MGMT 308 Prof. Garrett; Spring 2018 BCOM 301 Prof. Curtis; Fall 2017 MGMT 308 Prof. Simoncini

Bachelor of Science in Hospitality & Tourism Management

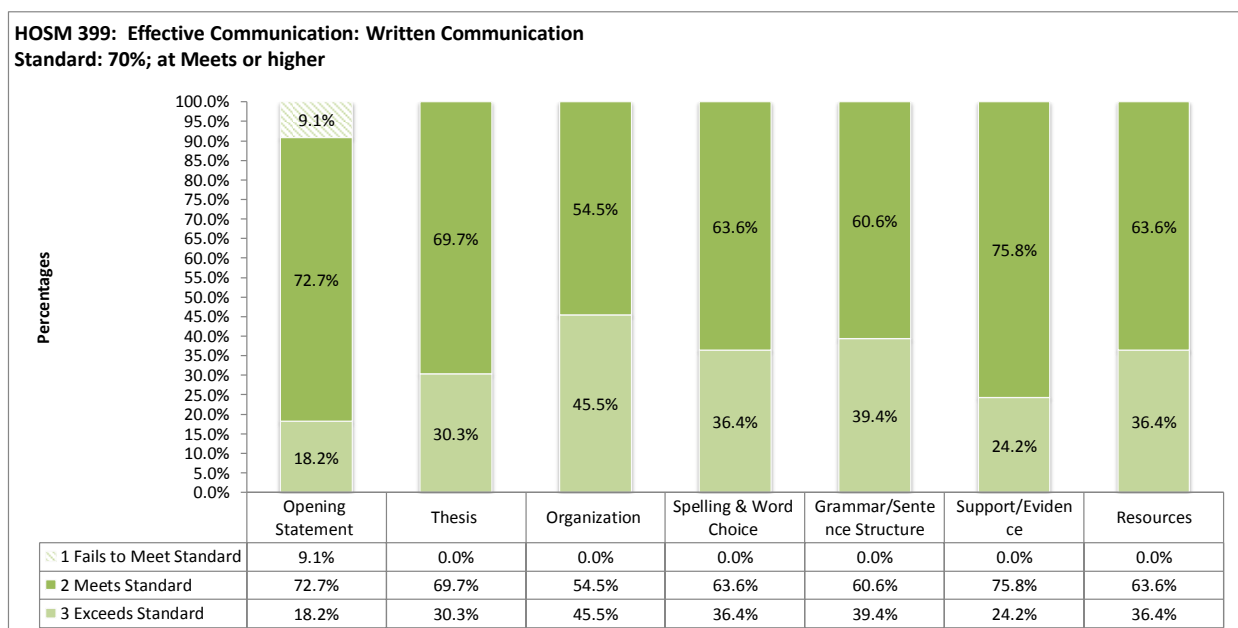
RU ASSESSMENT GOAL 2: Effective communication HCB Program Goal 2: Ability to communicate effectively

Learning objectives:

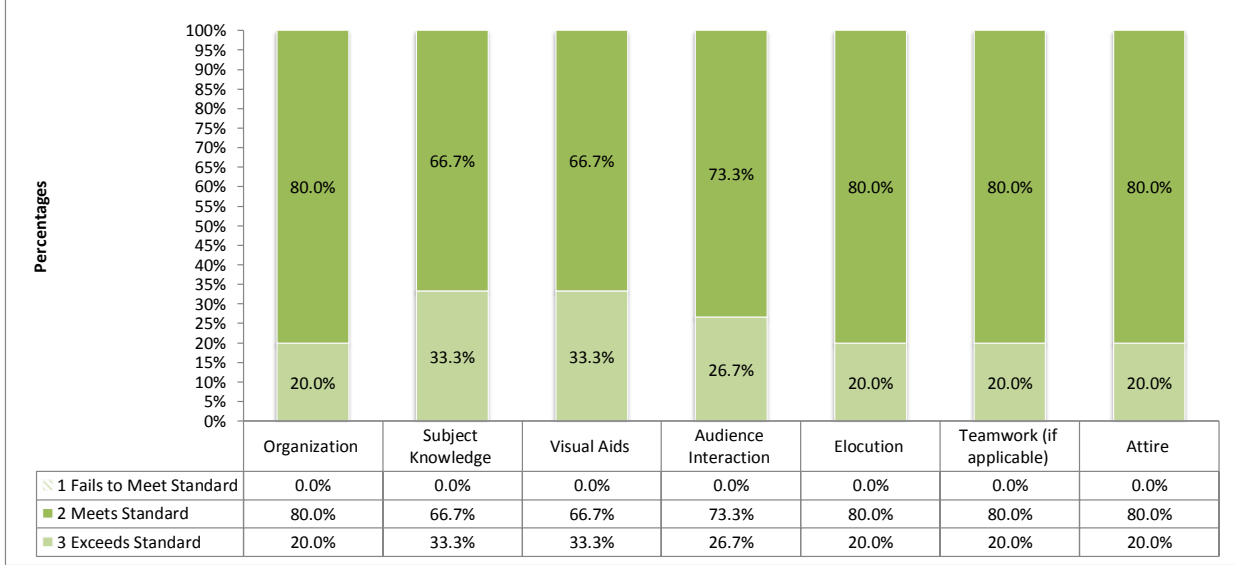
- Written Communications, and
- Oral Communications.

Description

Students compose and present a coherent product. Effectiveness of both written and oral communication skill are assessed. The written communication skills are assessed along 7 dimensions: (1) Opening Statement, (2) Thesis, (3) Organization, (4) Spelling & Word Choice, (5) Grammar/Sentence Structure, (6) Support/Evidence and (7) Resources. The oral communication skills are also addressed along 7 dimensions: (1) Organization, (2) Subject Knowledge, (3) Visual Aids, (4) Audience Interaction, (5) Elocution, (6) Teamwork and (7) Attire.



HOSM 399: Effective Communication: Oral Communication
Standard: 70% at Meet or Higher



Courses and Faculty:

Fall 2017 HOSM 399 Prof. Bober; Spring 2018 HOSM 399 Prof. Bober