Undergraduate Business Program
Learning Goals, Learning Objectives, and Rubrics

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LG1: Problem Solving & Decision Making

Graduates of the Business Administration Baccalaureate program will have the capacity to recognize and understand a wide range of common and novel business problems and to follow a systematic approach to solve them effectively.

Learning Objectives:
1. *Problem definition:* Students will construct clear and specific problem statements using contextually relevant evidence.
2. *Research techniques and data analysis:* Students will employ in-depth information and data from relevant sources throughout the problem solving process.
3. *Solution evaluation:* Students will thoroughly evaluate solutions from multiple dimensions using appropriate analytical tools.
4. *Decision making:* Students will make decisions based on a synthesis of research, data analysis, and evaluation of solutions.

	Exceeds Expectations	**Meets Expectations**	**Does Not Meet Expectations**
Problem definition	Clearly and thoroughly defines the problem using most relevant contextual factors.	Sufficiently defines the problem using most relevant contextual factors.	Does not construct a clear problem statement.
Research techniques & data analysis	Organizes and synthesizes in-depth data and information from a wide range of research resources. Thorough synthesis of data and information.	Uses a range of sources and a range of analytical tools. Evidence of synthesis of data and information from these sources.	Does not use relevant data or analytical tools appropriately.
Solution evaluation	Thoroughly evaluates solutions in an elegant manner with creative consideration of relevant factors.	Sufficiently evaluates solutions in an adequate manner with appropriate consideration of relevant factors.	Insufficiently evaluates solutions.
Decision making	Cogently presents decisions, using a rich synthesis of research, data analysis, and evaluation of solutions.	Sufficiently presents decisions based on a basic synthesis of research, data analysis, and evaluation of solutions.	Does not present a reasonable or appropriate decision.

LG2: Sustainability

Graduates of the Business Administration Baccalaureate program will possess a holistic perspective on the impact that business practices have on social, economic, and environmental systems.

Learning Objectives:
1. *Stakeholder identification:* Students will identify relevant social, economic, and environmental stakeholders and their stakes.
2. *Stakeholder relationships:* Students will be aware of the interconnections between the firm and its social, economic, and environmental stakeholders.
3. *Solution development:* Students will develop solutions that demonstrate a consideration of social, economic, and environmental stakeholders and their stakes.
4. *Recognition of implications and consequences:* Students will analyze potential short- and long-term results of a specific business decision including the ability to explain consequences from multiple stakeholders' points of view.

	Exceeds Expectations	**Meets Expectations**	**Does Not Meet Expectations**
Stakeholder identification	Identifies the most critical relevant social, economic and environmental stakeholders and their stakes.	Sufficiently identifies some of the relevant social, economic and environmental stakeholders and their stakes.	Insufficiently identifies relevant social, economic or environmental stakeholders.
Solution development	Develops novel and creative solutions that are realistic and demonstrate a deep concern for the most critical stakeholders.	Develops appropriate solutions with some original thinking and concern for affected stakeholders.	Does not develop appropriate solutions.
Stakeholder relationships	Thoroughly demonstrates how the firm and those economic, social and environmental stakeholders operate in a mutually influencing system.	Sufficiently demonstrates an awareness of the firm's interconnections with its economic, social and environmental stakeholders.	Insufficiently demonstrates an awareness of the firm's interconnections with its economic, social and environmental stakeholders.
Recognition of implications & consequences	Thoroughly considers short- and long-term consequences and impacts on different stakeholders.	Sufficiently considers short- and long-term consequences and impacts on different stakeholders.	Insufficiently considers short- and long-term consequences and impacts on different stakeholders.

<u>LG3: Business Communication</u>

Graduates of the Business Administration Baccalaureate program will effectively communicate complex information with a variety of stakeholders to increase knowledge and achieve objectives.

Learning Objectives:
1. *Context, purpose and audience:* Students will demonstrate a thorough consideration of context, purpose, and audience in the communication.
2. *Manner of presentation:* Students will present a central message in a clear, concise, and convincing manner.
3. *Delivery of complex information:* Students will skillfully articulate complex information in a manner that allows the message to be understood by multiple stakeholders.
4. *Use of sources:* Students will demonstrate a consistent use of credible, relevant sources that supports the message or credibility of the communicator.

	Exceeds Expectations	**Meets Expectations**	**Does Not Meet Expectations**
Context, purpose & audience	Demonstrates a thorough and creative understanding of context, audience, and purpose.	Demonstrates adequate consideration of context, audience, and purpose.	Does not demonstrate appropriate attention to context, audience, and purpose.
Manner of presentation	Message is skillfully delivered with a clear, concise and persuasive authority. Very professional.	Message is delivered in a clear and concise manner. Demonstrates consistent use of professional communication conventions.	Does not present the message in a clear or appropriate manner.
Delivery of complex information	Skillfully conveys complex information that is easily understandable by the targeted audience. Delivery engages and teaches.	Articulates complex information in an appropriate way that it can be understood by the targeted audience.	Does not synthesize complex information or deliver it in a manner that can be understood by the targeted audience.
Use of sources	Demonstrates a skillful use of high-quality, credible, relevant sources that enhance the communication.	Demonstrates a consistent use of credible and relevant sources that support the communication.	Does not appropriately or effectively use credible or relevant sources that support the communication.

<u>LG4: Integrative Learning</u>

Graduates of the Business Administration Baccalaureate program will synthesize and transfer learning to new, complex business situations within their program of study.

Learning Objectives:
1. *Connection of concepts:* Students will connect examples, facts, or theories from multiple fields of study or perspectives.
2. *Transfer of skills and theories:* Students will adapt and apply skills, abilities, theories, or methodologies gained in one situation to new situations to solve problems or explore issues.
3. *Integrated communication:* Students will fulfill assigned tasks by choosing a format, language, and graphic or other visual representation that explicitly connects content and form, demonstrating awareness of purpose and audience.
4. *Self-reflection:* Students will evaluate changes in their own learning over time, recognizing complex contextual factors (e.g., works with ambiguity and risk, deals with frustration, considers ethical frameworks).

	Exceeds Expectations	**Meets Expectations**	**Does Not Meet Expectations**
Connection of concepts	Thoroughly synthesizes concepts by combining examples, facts or theories from more than one field of study or perspective.	Sufficiently connects examples, facts or theories from more than one field of study or perspective.	Does not appropriately connect examples, facts or theories from more than one field of study.
Transfer of skills & theories	Thoroughly adapts and applies skills, abilities, theories or methodologies gained in one situation to new situations.	Sufficiently adapts and applies skills, abilities, theories or methodologies gained in one situation to new situations.	Does not apply skills, abilities, theories or methodologies gained in one situation in a new situation in relevant ways.
Integrated communication	Utilizes a format, language, or medium that enhances the integration of ideas, making clear the interdependence of language, meaning and expression.	Chooses a format, language, or medium that connects content and form, with an appropriate awareness of purpose and audience.	Does not use a format, language or medium that connects content and form.
Self-reflection	Thoroughly appreciates complex contextual factors and fully understands how their individual learning is impacted over time.	Sufficiently appreciates complex contextual factors and understands how their individual learning is impacted over time.	Insufficiently recognizes contextual factors or is unable to connect those factors to their own learning experience.