

<b>Assessment of Intended Student Learning Outcomes Standards</b>				
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**Key:**

**3 = Major Emphasis:** The student is actively involved (uses, reinforces, applies, and evaluated) in the student learning outcomes..

The learner outcome is the focus of the class

**2 = Moderate Emphasis:** The student uses, reinforces, applies and is evaluated by this learner outcome, but it is not the focus of the class

**1 = Minor Emphasis:** The student is provided an opportunity to use, reinforce, and apply this learner outcome, but does not get evaluated on this learner outcome

**0 = No Emphasis:** The student does not address this learner outcome

				<b>BUS 310</b>		
<b>Standard 1 - Written Communication</b>						
Write effectively to convey ideas that meet the needs of specific audiences and purposes.						
<b>Outcome 1.1 - Use writing to discover and articulate ideas.</b>				3		
<b>Outcome 1.2 - Identify and analyze the audience and purpose for any intended communication.</b>				3		
<b>Outcome 1.3 - Choose language, style, and organization appropriate to particular purposes and audiences.</b>				3		
<b>Outcome 1.4 - Gather information and document sources appropriately.</b>				3		
<b>Outcome 1.5 - Express a main idea as a thesis, hypothesis, or other appropriate statement.</b>				3		
<b>Outcome 1.6 - Develop a main idea clearly and concisely with appropriate content.</b>				3		
<b>Outcome 1.7 - Demonstrate a mastery of the conventions of writing, including grammar, spelling, and mechanics.</b>				2		
<b>Outcome 1.8 - Demonstrate proficiency in revision and editing.</b>				2		
<b>Outcome 1.9 - Develop a personal voice in written communication.</b>				2		

<b>Standard 2 - Quantitative Reasoning</b>							
Synthesize and articulate information using appropriate mathematical methods to solve problems of quantitative reasoning accurately and appropriately.							
<b>Outcome 2.1</b> - Apply numeric, graphic, and symbolic skills and other forms of quantitative reasoning accurately and appropriately.				3			
<b>Outcome 2.2</b> - Demonstrate mastery of mathematical concepts, skills, and applications, using technology when appropriate.				3			
<b>Outcome 2.3</b> - Communicate clearly and concisely the methods and results of quantitative problem solving.				3			
<b>Outcome 2.4</b> - Formulate and test hypotheses using numerical experimentation.				3			
<b>Outcome 2.5</b> - Define quantitative issues and problems, gather relevant information, analyze that information, and present results.				3			
<b>Outcome 2.6</b> - Assess the validity of statistical conclusions.				3			

<b>Standard 3 - Information Retrieval and Technology</b>							
Access, evaluate, and utilize information effectively, ethically, and responsibly.							
<b>Outcome 3.1 - Use print and electronic information technology ethically and responsibly.</b>				3			
<b>Outcome 3.2 - Demonstrate knowledge of basic vocabulary, concepts, and operations of information retrieval and technology.</b>				3			
<b>Outcome 3.3 - Recognize, identify, and define an information need.</b>				3			
<b>Outcome 3.4 - Access and retrieve information through print and electronic media, evaluating the accuracy and authenticity of that information.</b>				3			
<b>Outcome 3.5 - Create, manage, organize, and communicate information through electronic media.</b>				2			
<b>Outcome 3.6 - Recognize changing technologies and make informed choices about their appropriateness and use.</b>				2			

<b>Standard 4 - Oral Communication</b>							
Practice ethical and responsible oral communications appropriately to a variety of audiences and purposes.							
<b>Outcome 4.1</b> - Identify and analyze the audience and purpose of any intended communication.				3			
<b>Outcome 4.2</b> - Gather, evaluate, select, and organize information for the communication.				3			
<b>Outcome 4.3</b> - Use language, techniques, and strategies appropriate to the audience and occasion.				2			
<b>Outcome 4.4</b> - Speak clearly and confidently, using the voice, volume, tone, and articulation appropriate to the audience and occasion.				2			
<b>Outcome 4.5</b> - Summarize, analyze, and evaluate oral communications and ask coherent questions as needed.				3			
<b>Outcome 4.6</b> - Use competent oral expression to initiate and sustain discussions.				3			

<b>Standard 5 - Critical Thinking</b>							
Apply critical thinking skills to effectively address the challenges and solve problems.							
<b>Outcome 5.1</b> - Identify and state problems, issues, arguments, and questions contained in a body of information.					3		
<b>Outcome 5.2</b> - Identify and analyze assumptions and underlying points of view relating to an issue or problem.					3		
<b>Outcome 5.3</b> - Formulate research questions that require descriptive and explanatory analyses.					3		
<b>Outcome 5.4</b> - Recognize and understand multiple modes of inquiry, including investigative methods based on observation and analysis.					3		
<b>Outcome 5.5</b> - Evaluate a problem, distinguishing between relevant and irrelevant facts, opinions, assumptions, issues, values, and biases through the use of appropriate evidence.					3		
<b>Outcome 5.6</b> - Apply problem-solving techniques and skills, including the rules of logic and logical sequence.					3		
<b>Outcome 5.7</b> - Synthesize information from various sources, drawing appropriate conclusions.					3		
<b>Outcome 5.8</b> - Communicate clearly and concisely the methods and results of logical reasoning.					3		
<b>Outcome 5.9</b> - Reflect upon and evaluate their thought processes, value system, and world views in comparison to those of others.					3		

<b>Standard 6 - Creativity</b>							
Able to express originality through a variety of forms.							
<b>Outcome 6.1:</b> Generate responses to problems and challenges through intuition and non-linear thinking.				2			
<b>Outcome 6.2:</b> Explore diverse approaches to solving a problem or addressing a challenge.				2			
<b>Outcome 6.3:</b> Sustain engagement in activities without a preconceived purpose.				2			
<b>Outcome 6.4:</b> Apply creative principles to discover and express new ideas.				2			
<b>Outcome 6.5:</b> Demonstrate the ability to trust and follow one's instincts in the absence of external direction				2			
<b>Outcome 6.6:</b> Build upon or adapt the ideas of others to create novel expressions or new solutions.				2			