

Assessment of Intended Student Learning Outcomes Standards				
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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

				BUS 318		
Standard 1 - Written Communication						
Write effectively to convey ideas that meet the needs of specific audiences and purposes.						
Outcome 1.1 - Use writing to discover and articulate ideas.				3		
Outcome 1.2 - Identify and analyze the audience and purpose for any intended communication.				3		
Outcome 1.3 - Choose language, style, and organization appropriate to particular purposes and audiences.				3		
Outcome 1.4 - Gather information and document sources appropriately.				3		
Outcome 1.5 - Express a main idea as a thesis, hypothesis, or other appropriate statement.				3		
Outcome 1.6 - Develop a main idea clearly and concisely with appropriate content.				3		
Outcome 1.7 - Demonstrate a mastery of the conventions of writing, including grammar, spelling, and mechanics.				2		
Outcome 1.8 - Demonstrate proficiency in revision and editing.				2		
Outcome 1.9 - Develop a personal voice in written communication.				2		

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

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

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

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

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