

UNIVERSITY OF ALASKA FAIRBANKS
Student Learning Outcomes Assessment Plan
College of Business and Security Management
Master of Business Administration (MBA)
2021-2025

CBSM MISSION: We are a diverse and inclusive learning community where innovation in teaching, discovery, and service prepares students for professional success that benefits our community, the state of Alaska, and the nation.

CBSM VISION: The College of Business and Security Management is recognized for high-quality programs, experiential learning opportunities for students, service to the community, and accomplished teaching and research faculty. The College of Business and Security Management continuously strives to be the known as a premier business school in Alaska and around the Nation.

Competency	Assessment Instrument	Assessment Point
1. Communication A. Written Students should be able to produce high-quality professional communications on technical issues/topics for internal and/or external audiences. B. Oral Students should be able to produce high-quality professional presentations using various modes of technology on technical issues/topics for internal and/or external audiences.	A. Written Writing rubric assessing competencies across six categories. Minimal Standards: 80% of students should meet or exceed expectations. B. Oral Oral rubric assessing competencies across eight categories. Minimal Standards: 80% of students should meet or exceed expectations.	A. Written Writing samples will be collected in MBA 643 (Marketing Management). B. Oral Oral communications will be recorded and/or surveyed in MBA 643 (Marketing Management).
2. Critical Thinking A. General Students should be able to explore issues, ideas, and events comprehensively before accepting or formulating an opinion or conclusion.	A. General The Critical-Thinking Assessment Test (CAT). Minimal Standards: 80% of students score 75% or above.	A. General The CAT will be administered in MBA 617 (Organizational Theory for Managers).
3. Professionalism A. General Students should be able to identify and understand whether certain business conduct is legal and/or ethical and apply the knowledge situationally.	A. General Business Ethics section 3 of the Peregrine Master of Business Administration Comprehensive Exam. Minimal Standards: 50% of students should score at or above national average for the topic section.	A. General The Peregrine Master of Business Administration Comprehensive Exam will be administered in MBA 690 (Corporate Strategy).

Competency	Assessment Instrument	Assessment Point
4. Business Principles A. General Students should be able to test hypotheses and use quantitative and qualitative data to interpret business performance. B. Business Fields (i). Business Finance: Students should be able to express and interpret the time value of money. (ii). Management: Students should be able to summarize theories of individual and group dynamics, organizational culture, and structure. (iii). Marketing: Students should be able to identify and interpret marketing strategy. (iv) Economics: Students should be able to explain the determinants of supply and demand. (v) Accounting: Students should be able to interpret the business implications of financial statement information.	A. General Sections 5 and 13 of the Peregrine Master of Business Administration Comprehensive Exam. Minimal Standards: 50% of students should score at or above national average for the topic section. B. Business Fields (i). Business Finance section 4 of the Peregrine Master of Business Administration Comprehensive Exam. (ii). Management sections 11a, 11b, and 11c of the Peregrine Master of Business Administration Comprehensive Exam. (iii). Marketing section 12 of the Peregrine Master of Business Administration Comprehensive Exam. (iv) Economics section 7 of the Peregrine Master of Business Administration Comprehensive Exam. (v) Accounting section 1 of the Peregrine Master of Business Administration Comprehensive Exam. Minimal Standards 50% of students should score at or above national average for the topic section.	A. General The Peregrine Master of Business Administration Comprehensive Exam will be administered in MBA 690 (Corporate Strategy). Business Fields (i-v). The Peregrine Master of Business Administration Comprehensive Exam will be administered in MBA 690 (Corporate Strategy).