UNIVERSITY OF ALASKA FAIRBANKS
Community and Technical College
Applied Business and Accounting

Student Learning Outcomes Assessment Plan

Applied Business, Certificate

Expanded Statement of Institutional Purpose	Intended Objectives/ Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
UA MISSION STATEMENT: The University of Alaska inspires learning, and advances and disseminates knowledge through teaching, research, and public service, emphasizing the North and its diverse peoples. UAF MISSION STATEMENT: We enrich the lives of Alaskans and engage our communities, state, nation and world through our teaching, research and service work. CTC MISSION STATEMENT: UAF CTC mission is: "Alaska's quality choice for workforce development, academic preparation, lifelong learning and building community". APPLIED BUSINESS DEPARTMENT MISSION: Graduates of the program will have the foundation of modern business, management and accounting skills needed to successfully lead private, public and non-profit organizations through ever-changing social and economic conditions. PROGRAM GOAL STATEMENT:	Students develop intellectual and practical skills across the curriculum, including inquiry and analysis, critical and creative thinking, problem solving, written and oral communication, information literacy, technological competence, and collaborative learning.	Knowledge / Competency Mastery: **ABUS F154** **ABUS F155** **ABUS F170** **ABUS F175** **ABUS F280** Students demonstrate proficiency across the curriculum through critical analysis of proffered information, well-reasoned solutions to problems or inferences drawn from evidence, effective written and oral communication, and satisfactory outcomes of group projects.	Instructors evaluate students based on their interaction during critical thinking discussions and writing or mathematical assignments and assessments assigned throughout the semester.
	Students demonstrate an understanding of accounting practices and financial statements related to a business.	Knowledge / Competency Mastery: **ABUS F101** Students learn the accounting cycle and analyze financial statements to understand components of responsibly planning for and managing business finances.	Instructors evaluate student-created sample financial statements that can later be used in the planning process of their own businesses or as employees of other businesses. Instructors evaluate these financial statements on an ongoing basis throughout each semester to determine student understanding. Accounting practices are learned through chapter exercises and problem sets related to each of the accounting principles. Instructor evaluation is continuous

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The program has been designed to enable students to transition seamlessly from the occupational endorsement to the certificate, and from the certificate to the A.A.S. degree.. Students can customize their education to successfully explore career options in entrepreneurship, accounting, and administration. Minors are available to bachelor's degree students. Classes are taught by full-time faculty, and numerous adjunct instructors from the local business community, bringing real-world business insight and experience to the classroom.			throughout the semester.
	Students demonstrate knowledge of the concepts, techniques, and practices in the management of personal and business finances and financial institutions.	Knowledge / Competency Mastery: **ABUS F161** Students apply their knowledge of course concepts to financial plans and scenarios.	Instructors evaluate students' response to real-world financial management scenarios and evaluate financial strategies using key concepts and skills learned in the course. These are then evaluated by the instructor to ensure students are utilizing their knowledge of course concepts related to financing.
	Students demonstrate an understanding of foundational business concepts related to, marketing, accounting, finance, management, and human resources.	Knowledge / Competency Mastery: **BA F151X** Students survey all major topics in business to gain a foundational knowledge of all components of a successful business.	Instructors evaluate students through assessments, case studies, and projects throughout the semester.
	Students demonstrate the ability to effectively lead, manage, and motivate individuals and teams within organizations. They will exhibit proficiency in personnel management, problem-solving, decision-making, and adaptability to address contemporary management challenges, fostering a culture of innovation, diversity, and ethical leadership.	Knowledge / Competency Mastery: **ABUS F179** Students analyze leadership, management, and supervision concepts to prepare them for diverse job opportunities.	Instructors evaluate students based on their engagement, critical thinking, and ability to apply course concepts.

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	Students design, implement, and assess marketing strategies and campaigns that effectively address contemporary market challenges, leveraging both traditional and digital marketing tools, while staying informed about and adapting to evolving marketing trends.	Knowledge / Competency Mastery: **ABUS F260** Students create a practical marketing plan and apply marketing strategies effectively while encompassing the capacity to think critically and strategically in a marketing context.	Instructors evaluate students' level of understanding of the concepts and strategies in marketing on a weekly basis. Instructors evaluate how well students integrate trends into their plans.