

UNIVERSITY OF ALASKA FAIRBANKS

Community and Technical College
Applied Business and Accounting

Student Learning Outcomes Assessment Plan

Entrepreneurship & Innovation, Occupational Endorsement

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.	Students develop a basic understanding of the fundamental concepts of entrepreneurship, business planning, and functional activities of conceiving, opening, and managing a small business and then applying these to develop a viable business plan.	Knowledge / Competency Mastery: ABUS F272 Students learn foundational business concepts and apply their knowledge when analyzing and collaborating with a small business. Students use this knowledge and experience to build a business plan and take the process one step further by either implementing their plan or completing a practicum with a small business owner.	Instructors evaluate student understanding and viability of business planning procedure through rubrics and theoretical knowledge of concept. Evaluation occurs on a regular basis throughout each semester.
	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.

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PROGRAM GOAL STATEMENT: 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. The A.A.S. degree also establishes a gateway to more advanced degrees.	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.
	With 13 concentration areas to choose from, students can customize their education to successfully explore career options in entrepreneurship and entry-level to mid-level positions in business management, tourism, human resources and public administration. Minors are available to bachelor's degree students in the applied business concentration in the field of general business and recreation and guiding management. 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.	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.

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	Students analyze, evaluate, and apply legal principles and regulations to address business, employment, and real estate issues, ensuring ethical and legal compliance while making informed decisions.	Knowledge / Competency Mastery: ABUS F241 ABUS F242 Students apply legal concepts and principles to analyze and solve legal problems or case scenarios.	Instructors evaluate the students' understanding of legal concepts through the use of case studies, analysis of in-depth discussion, and assessment.
	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 throughout the semester.

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	Students bridge their practical work experiences with their career and academic goals by applying business concepts, addressing challenges in group and individual dynamics within diverse organizational structures, and developing advanced skills in communication and strategic planning.	Knowledge / Competency Mastery: ABUS F199 Students integrate their work experience with career and academic goals, apply managerial concepts, address group and individual challenges, understand organizational structures, and demonstrate proficiency in communication and planning.	Students engage in problem-solving exercises, group discussions, case analyses, and/or essays that require them to apply business concepts to real or hypothetical workplace scenarios, which the instructor evaluates throughout the semester.