

**Indiana University Kokomo**  
**School of Business**  
**Business Undergraduate Program**  
**Assessment Plan**  
**Academic Years 2020/21 to 2024/25**

The School of Business assessment plan is driven by its mission and vision and reflects its strategic planning. The School’s mission and vision statements are regularly reviewed and have been updated in Fall 2020.

## **I. Vision and Mission Statements**

### Vision

The School of Business will be nationally recognized as a first-choice educational institution, dedicated to quality in teaching, academic excellence, student success, and research.

### Mission

The Indiana University Kokomo’s School of Business provides high-quality academic programs at an affordable price delivered by dedicated faculty in a student-centric environment. We advance business knowledge through excellence in teaching, research, and community collaboration, and create life-time value for our students through multiple real-world learning experiences.

## **II. Student learning outcomes**

Program goals and outcomes are created by the Curriculum Management and Assurance of Learning Committee of the School (CMAL) and are then adopted by vote at a general meeting of the School. The goals and outcomes are regularly reviewed and have been most recently re-designed by the School in 2018. There are five general education goals 1 – 5. These general goals are designed to be consistent with the general education goals and outcomes approved by the IU Kokomo Faculty Senate. Further, there are three learning outcomes related to the content areas of business under goal 6.

A graduate of the business program should be able to:

Goal 1. Communicate effectively and professionally

- Outcome 1. 1. Students will write effective and professional business documents
- Outcome 1. 2. Students will deliver effective and professional presentations
- Outcome 1. 3. Students will identify and present their unique skills and experience in a variety of media
- Outcome 1. 4. Students will collaborate effectively and professionally with others as both

members and leaders of teams

Goal 2. Use information and technology effectively

Outcome 2. 1. Students will determine the nature and extent of information needed for a business decision

Outcome 2. 2. Students will evaluate information and its sources critically

Outcome 2. 3. Students will use technology to organize, analyze, and present data

Goal 3. Demonstrate quantitative skills

Outcome 3.1. Students will develop and solve quantitative models for a business problem

Outcome 3.2. Students will use the insights from quantitative models to inform business decision making

Outcome 3.3. Students will apply fundamental statistical concepts in a business context

Goal 4. Demonstrate effective critical thinking skills

Outcome 4. 1. Students will recognize issues that have alternative interpretations

Outcome 4. 2. Students will assess the quality of supporting evidence

Outcome 4. 3. Students will assess the implications and consequences that result from proposed conclusions

Goal 5. Recognize ethical, cultural and social issues in business

Outcome 5. 1. Students will identify ethical dilemmas in a business situation

Outcome 5. 2. Students will identify potential resolutions to ethical dilemmas and assess the impact on stakeholders

Outcome 5. 3. Students will recognize cultural differences and the value of inclusiveness in business

Outcome 5. 4. Students will discuss and evaluate social responsibility of business

Goal 6. Demonstrate knowledge and skills in the functional areas of business

Outcome 6. 1. Students will explain concepts in the functional areas of business including Accounting, Business law, Economics, Finance, Information Systems, International Business, Management, Marketing, and Operations

Outcome 6. 2. Students will apply concepts in the functional areas of business

Outcome 6. 3. Students will describe how the actions of various functional areas of business affect other functional areas