

Western Carolina University
College of Business
Assurance of Learning Course Mapping
BSBA

as of 12/15/10

Western Carolina University
 College of Business
 Assurance of Learning Course Mapping
 BSBA

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
1. Capable of making business decisions and solving business problems using critical thinking skills.	1.1 Identify issues, collect and analyze data, summarize and present findings and conclusions.	MKT 201	Rubric embedded in case studies and/or research projects	Spring 2011 Spring 2012 Fall 2014
	1.2 Demonstrate basic critical thinking traits.	LAW 230	Rubric embedded in case studies and/or research projects	Fall 2010 Fall 2012 Fall 2014

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
2. Effective business communicators.	2.1 Prepare a business document that is focused, well-organized and mechanically correct.	MKT 201	Rubric embedded in case studies and/or research projects	Spring 2011 Spring 2013 Spring 2015
	2.2 Deliver a presentation that is focused and well-organized and includes appropriate verbal and nonverbal behaviors.	MKT 134 LAW 230	Rubric embedded in case studies and/or research projects	Fall 2010 Spring 2012 Spring 2014

Western Carolina University
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Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
3. Knowledgeable about current business theory, concepts, methodology, terminology and practices	3.1 – 3.8 Demonstrate a broad understanding of financial and managerial accounting, micro- and macro-economics, business law, management, marketing and finance.	ACT 252 {ACT 251, ACT 252, ECON 231, LAW 230, MGT 300, MKT 201, FIN 305, ECON 300}	Various	F2010 {FALL 2011, FALL 2013, FALL 2015}

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
4. Our graduates will be leaders who are capable of making decisions with an awareness of social, ethical, global and multi-cultural forces that affect business.	4.1 Demonstrate knowledge of effective leadership skills.	MGT 366	Rubric embedded in class projects	Spring 2011 Spring 2013 Spring 2015
	4.2 Work effectively in teams.	MGT 367	Rubric embedded in class projects	Spring 2011 Spring 2013 Spring 2015
	4.3 Identify and consider ethical issues in a business setting.	MGT 404	Rubric embedded in class projects	Fall 2011 Spring 2014
	4.4 Identify and consider change forces affecting business.	CIS 251 LAW 230	Rubric embedded in class projects	Spring 2011 Spring 2013

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Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
5. Proficient in the use of business information systems and technology.	5.1 Effectively use business-ready information systems and technology.	QA 235 CIS 251	Rubric embedded in case studies and/or research projects	Spring 2011 Fall 2013

Western Carolina University
College of Business
Assurance of Learning Course Mapping
BS in Entrepreneurship

Western Carolina University
 College of Business
 Assurance of Learning Course Mapping
 BS in Entrepreneurship

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
1. Capable of making business decisions and solving business problems using critical thinking skills.	1.1 Identify issues, collect and analyze data, summarize and present findings and conclusions.	MKT 201	Rubric embedded in case studies and/or research projects	Spring 2011 Spring 2012 Fall 2014
	1.2 Demonstrate basic critical thinking traits.	LAW 230	Rubric embedded in case studies and/or research projects	Fall 2010 Fall 2012 Fall 2014

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
2. Effective business communicators.	2.1 Prepare a business document that is focused, well-organized and mechanically correct	MKT 201	Rubric embedded in case studies and/or research projects	Spring 2011 Spring 2013 Spring 2015
	2.2 Deliver a presentation that is focused and well-organized and includes appropriate verbal and nonverbal behaviors	LAW 230	Rubric embedded in case studies and/or research projects	Spring 2012 Spring 2014

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 BS in Entrepreneurship

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
3. Knowledgeable about current business theory, concepts, methodology, terminology and practices	3.1 – 3.6 Demonstrate a broad understanding of financial accounting, micro- and macro-economics, business law, management, marketing and finance.	ACT 252 {ACT 251, ECON 231, LAW 230, MGT 300, MKT 201, FIN 305, }	Various	F2010 {FALL 2011, FALL 2013, FALL 2015}
	3.7 Demonstrate an in-depth understanding of the entrepreneurship discipline.	ENT 325	Various	Fall 2010 Fall 2012 Spring 2015

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
4. Our graduates will be leaders who are capable of making decisions with an awareness of social, ethical, global and multi-cultural forces that affect business.	4.1 Demonstrate knowledge of effective leadership skills	ENT 301	Rubric embedded in class projects	Fall 2011 Spring 2014
	4.2 Work effectively in teams.	ENT 450	Rubric embedded in class projects	Fall 2012 Fall 2014
	4.3 Identify and consider ethical issues in a business setting.	ENT 350	Rubric embedded in class projects	Spring 2011 Spring 2014
	4.4 Identify and consider change forces affecting business.	CIS 251 LAW 230 ENT 250	Rubric embedded in class projects	Spring 2011 Spring 2013 Fall 2010 Spring 2013 Fall 2015

Western Carolina University
College of Business
Assurance of Learning Course Mapping
BS in Sport Management

Western Carolina University
 College of Business
 Assurance of Learning Course Mapping
 BS in Sport Management

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
1. Capable of making business decisions and solving business problems using critical thinking skills.	1.1 Identify issues, collect and analyze data, summarize and present findings and conclusions.	MKT 201 SM 460	Rubric embedded in case studies and/or research projects	Spring 2011 Spring 2012 Fall 2014 Spring 2013
	1.2 Demonstrate basic critical thinking traits.	LAW 230 SM 340	Rubric embedded in case studies and/or research projects	Fall 2010 Fall 2012 Fall 2014 Spring 2012 Fall 2014

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
2. Effective business communicators.	2.1 Prepare a business document that is focused, well-organized and mechanically correct	MKT 201 SM 484	Rubric embedded in case studies and/or research projects	Spring 2011 Spring 2013 Spring 2015 Summer 2012 Summer 2015
	2.2 Deliver a presentation that is focused and well-organized and includes appropriate verbal and nonverbal behaviors	MKT 134 LAW 230 SM 484	Rubric embedded in case studies and/or research projects	Fall 2010 Spring 2012 Spring 2014 Summer 2012 Summer 2015

Western Carolina University
 College of Business
 Assurance of Learning Course Mapping
 BS in Sport Management

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
3. Knowledgeable about current business theory, concepts, methodology, terminology and practices	3.1 – 3.7 Demonstrate a broad understanding of financial and managerial accounting, micro- and macro-economics, business law, management, marketing and finance.	ACT 252 {ACT 251, ACT 252, ECON 231, LAW 230, MGT 300, MKT 201, FIN 305, }	Various	F2010 {FALL 2011, FALL 2013, FALL 2015}
	3.8 Demonstrate an in-depth understanding of the sport management discipline.	SM 495	Various	Fall 2010 Spring 2011 Spring 2013 Spring 2015
4. Our graduates will be leaders who are capable of making decisions with an awareness of social, ethical, global and multi-cultural forces that affect business.	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
	4.1 Demonstrate knowledge of effective leadership skills	SM 495	Rubric embedded in class projects	Spring 2012 Spring 2014
	4.2 Work effectively in teams.	SM 435 SM 423	Rubric embedded in class projects	Fall 2011 Fall 2015 Fall 2013
	4.3 Identify and consider ethical issues in a business setting.	SM 495 SM 340	Rubric embedded in class projects	Fall 2010 Fall 2014 Fall 2014
	4.4 Identify and consider change forces affecting business.	CIS 251 LAW 230 SM 495	Rubric embedded in class projects	Spring 2011 Spring 2013 Fall 2012 Spring 2015

Western Carolina University
College of Business
Assurance of Learning Course Mapping
BS in Hospitality and Tourism

Western Carolina University
 College of Business
 Assurance of Learning Course Mapping
 BS in Hospitality and Tourism

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
1. Capable of making business decisions and solving business problems using critical thinking skills.	1.1 Identify issues, collect and analyze data, summarize and present findings and conclusions.	MKT 201 HT 438	Rubric embedded in case studies and/or research projects	Spring 2011 Spring 2012 Fall 2014 Spring 2013
	1.2 Demonstrate basic critical thinking traits.	LAW 230 HT 435	Rubric embedded in case studies and/or research projects	Fall 2010 Fall 2012 Fall 2014 Fall 2011

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
2. Effective business communicators.	2.1 Prepare a business document that is focused, well-organized and mechanically correct	MKT 201 HT 435	Rubric embedded in case studies and/or research projects	Spring 2011 Spring 2013 Spring 2015 Spring 2012
	2.2 Deliver a presentation that is focused and well-organized and includes appropriate verbal and nonverbal behaviors	MKT 134 LAW 230 HT 334	Rubric embedded in case studies and/or research projects	Fall 2010 Spring 2012 Spring 2014 Fall 2012

Western Carolina University
 College of Business
 Assurance of Learning Course Mapping
 BS in Hospitality and Tourism

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
3. Knowledgeable about current business theory, concepts, methodology, terminology and practices	3.1 – 3.7 Demonstrate a broad understanding of financial and managerial accounting, micro- and macro-economics, business law, management, marketing and finance.	ACT 252 {ACT 251, ACT 252, ECON 231, LAW 230, MGT 300, MKT 201, FIN 305, }	Various	F2010 {FALL 2011, FALL 2013, FALL 2015}
	3.8 Demonstrate an in-depth understanding of the hospitality and tourism discipline.	HT 438	Various	Spring 2012 Spring 2014

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
4. Our graduates will be leaders who are capable of making decisions with an awareness of social, ethical, global and multi-cultural forces that affect business.	4.1 Demonstrate knowledge of effective leadership skills	HT 432	Rubric embedded in class projects	Fall 2011 Fall 2013
	4.2 Work effectively in teams.	HT 436	Rubric embedded in class projects	Spring 2011 Spring 2014
	4.3 Identify and consider ethical issues in a business setting.	HT 432	Rubric embedded in class projects	Fall 2011 Fall 2013
	4.4 Identify and consider change forces affecting business.	CIS 251 LAW 230 HT 438	Rubric embedded in class projects	Spring 2011 Spring 2013 Spring 2012 Spring 2013

Western Carolina University
College of Business
Assurance of Learning Course Mapping
MBA

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 College of Business
 Assurance of Learning Course Mapping
 MBA

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
1. Leaders.	1.1 Identify leadership styles and select the appropriate styles for specific situations.	MBA 601	Rubric embedded in case studies and/or class projects	Fall 2011 Fall 2012 Fall 2013 Fall 2014 Fall 2015
	1.2 Evaluate arguments.	MBA 602	Rubric embedded in case studies and/or class projects	Fall 2011 Fall 2012 Fall 2013 Fall 2014 Fall 2015

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
2. Managers.	2.1 Design processes to accomplish desired goals.	MBA 604	Rubric embedded in case studies and/or research projects	Fall 2010 Spring 2012 Spring 2013 Spring 2014 Spring 2015
	2.2 Demonstrate an ability to manage a team.	MBA 605	Rubric embedded in case studies and/or research projects	Fall 2011 Fall 2012 Fall 2013 Fall 2014 Fall 2015

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Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
3. Valuable.	3.1 Demonstrate an understanding of how individuals add value to their organizations and communities.	MBA 602	Rubric embedded in case studies and/or research projects	Fall 2011 Fall 2012 Fall 2013 Fall 2014 Fall 2015
	3.2 Demonstrate an understanding of how innovation adds value.		Rubric embedded in case studies and/or research projects	Spring 2011 Spring 2012 Spring 2013 Spring 2014 Spring 2015

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
4. Effective communicators.	4.1 Demonstrate effective written communication skills.	MBA 610	Rubric embedded in case studies and/or research projects	Fall 2010 Fall 2012 Fall 2014
	4.2 Demonstrate effective oral communication skills.	MBA 605	Rubric embedded in case studies and/or research projects	Spring 2011 Spring 2012 Spring 2013 Spring 2014 Spring 2015

Western Carolina University
College of Business
Assurance of Learning Course Mapping
Master of Accountancy

Western Carolina University
 College of Business
 Assurance of Learning Course Mapping
 Master of Accountancy

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
1. Good decision makers.	1.1 Use critical thinking skills in resolving accounting problems and ethical dilemmas.	ACCT 640 ACCT 616	Rubric embedded in case studies and/or class projects	Spring 2012 Spring 2014

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
2. Our graduates will be effective communicators and team members.	2.1 Exhibit effective written communication skills.	ACCT 605 ACCT 620 ACCT 640	Rubric embedded in case studies and/or research projects	Fall 2010 Spring 2013 Spring 2015
	2.2 Exhibit effective oral communication skills.	ACCT 605 ACCT 620 ACCT 640	Rubric embedded in case studies and/or research projects	Fall 2010 Spring 2013 Spring 2015
	2.3 Work efficiently and effectively in teams.	ACCT 625 ACCT 620	Rubric embedded in case studies and/or research projects	Fall 2011 Spring 2014

Western Carolina University
 College of Business
 Assurance of Learning Course Mapping
 Master of Accountancy

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
3. Skilled in the use of specific accounting content areas	3.1 Demonstrate knowledge of financial accounting, accounting systems, taxation, and auditing.	ACCT 605 ACCT 615 ACCT 616 ACCT 620 ACCT 625 ACCT 640	Exam questions or internally-developed comprehensive exam.	Fall 2012 Fall 2014 Spring 2011 Spring 2012 Spring 2015 Fall 2012 Fall 2014 Spring 2013

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Master of Entrepreneurship

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 Master of Entrepreneurship

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
1. Good decision makers who use critical thinking skills in resolving problems and ethical dilemmas faced by entrepreneurs and small businesses.	1.1 Demonstrate the ability to use critical thinking to reach decisions.	ENT 660	Rubric embedded in case studies and/or class projects	Spring 2011 Spring 2013 Spring 2015
		ENT 670		Spring 2011 Spring 2013 Spring 2015

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
2. Our graduates will be effective communicators and team members.	2.1 Exhibit effective written communication skills.	ENT 665	Rubric embedded in case studies and/or research projects	Fall 2011 Fall 2013 Fall 2015
	2.2 Exhibit effective oral communication skills.	ENT 665	Rubric embedded in case studies and/or research projects	Fall 2011 Fall 2013 Fall 2015
	2.3 Work efficiently and effectively in teams.	ENT 660 ENT 670	Rubric embedded in case studies and/or research projects	Spring 2012 Spring 2014 Spring 2012 Spring 2014

Western Carolina University
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 Master of Entrepreneurship

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
3. Knowledgeable in the skills needed to successfully start and operate a new venture.	3.1 Demonstrate the ability to develop a comprehensive business plan.	ENT 655	Completion of an actionable business plan.	Fall 2012 Fall 2015
	3.2 Demonstrate the ability to develop a comprehensive financial plan.	ENT 665	Completion of a financial plan that supports the business plan.	Fall 2011 Fall 2014
	3.3 Demonstrate the ability to develop a comprehensive marketing plan.	ENT 655	Completion of a marketing plan that supports the business plan.	Fall 2010 Fall 2013

Western Carolina University
College of Business
Assurance of Learning Course Mapping
Master of Project Management

Western Carolina University
 College of Business
 Assurance of Learning Course Mapping
 Master of Project Management

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
1. Proficient and competent in using project management core knowledge areas and project management fundamentals	1.1 Recognize project management processes, tools and techniques, and interpret the Project Management Book of Knowledge (PMBO)	PM 650	Rubric embedded in case studies and/or research projects	Spring 2011 Spring 2013 Fall 2015

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
2. Effective communicators	2.1 Proficient in oral communication and presentation skills.	PM 660	Rubric embedded in case studies and/or research projects	Fall 2010 Fall 2012 Fall 2014
	2.2 Proficient in reading comprehension and written communications.	PM 660	Rubric embedded in case studies and/or research projects	Fall 2010 Fall 2012 Fall 2014

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
3. Capable of working in and leading project teams	3.1 Manage teams efficiently and effectively.	PM 656	Rubric embedded in case studies and/or research projects	Fall 2010 Fall 2012 Fall 2014

Western Carolina University
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 Assurance of Learning Course Mapping
 Master of Project Management

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
4. Capable of dealing with legal, technical and policy issues in program and project-related complexity.	4.1 Recognize the importance of legal and policy issues.	MP 654	Rubric embedded in case studies and/or research projects	Summer 2011 Summer 2013

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
5. Collaborative decision makers who use critical thinking skills.	5.1 Make effective decisions.	PM 652	Rubric embedded in class projects	Spring 2012 Spring 2014

Learning Goal Our graduates will be:	Objectives Our students will be able to:	Measurement Location(s)	Assessment Methodology	Timeline
6. Develop professional approach to managing projects and fulfill the project manager's professional and ethical responsibilities.	6.1 Demonstrate knowledge of professional ethics and conduct.	PM 660	Rubric embedded in class projects	Fall 2011 Fall 2013