


 Student Learning Outcomes Assessment

All B.B.A. majors are required to complete the interdisciplinary College of Business Core with grades of C or higher in each of the following courses:

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| BUL 4421 (Business Law I) | MAN 3506 (Operations Management) |
| ENC 3213 (Writing for Management) | MAN 4720 (Global Strategy & Policy) |
| FIN 3403 (Principles of Financial Management) | QMB 3600 (Quantitative Methods in Administration) |
| ISM 3011 (Management Information Systems) | MAR 3023 (Marketing Management) |
| MAN 3025 (Introduction to Management & Organizational Behavior) | |

CONTENT KNOWLEDGE (Declarative Knowledge): Students will demonstrate knowledge of fundamental concepts in several areas of business, including:

- **Finance:** capital budgeting, cash flows, cost of capital, valuation,
- **Management:** managing structure and design, managing organizational culture and change, managing teams, human resource management, managing employee diversity, motivation, and leadership, and
- **Marketing:** segmenting and targeting customers; elements of a marketing mix.
- **Operations:** product and process design, supply chain management, service operations, and quality management
- **Information Systems:** information technology use in organizations, types of large scale systems, ethical issues

In FIN 3403, ISM 3011, MAN 3025, MAN 4720, and MAR 3023, students will be assessed via examinations and/or course projects that cover the content of these disciplines.

Hospitality Management Specific:

In the course, Performance Analysis for Hospitality Managers (HFT 4453), all hospitality management majors will take an industry content knowledge assessment comprised of a 50-question objective-style exam. These exam grades will comprise 5% of the students' course grade. These examination aggregate scores are used as a baseline for general hospitality management knowledge. The exam was compiled by a focus group consisting of hospitality industry executives and educators. An average of 85% on the exam scores in HFT 4453 is used as the program's benchmark for successful content knowledge achievement.

This exam is utilized to demonstrate student content knowledge in the following areas: hospitality industry terminology, indices of hospitality finances (i.e., average daily rate [ADR], revenue per available room [RevPar], occupancy [OCC], calculation of food cost, calculation of beverage cost, income statement analysis of a hospitality business, etc.), correct identification or definition of hospitality industry facts and current issues, and correct analysis of hospitality operations management case scenarios.

CONTENT KNOWLEDGE (Technical skills): Students will demonstrate proficiency in the use of computer software programs (word processing, presentation, spreadsheet, and databases) and their applications to business practices. Students will also demonstrate proficiency in the use of quantitative methods and decision-making tools and techniques for business.

In ISM 3011, students will take exams and complete assignments in which they will use spreadsheets and databases. In QMB 3600, student will use both probabilistic and deterministic decision making tools and techniques. In MAN 3506, students will apply mathematical and statistical techniques to address issues in inventory control, project management, statistical process control, and forecasting.

COMMUNICATION (Written Communication, Oral Communication): Students will produce traditional business documents (e.g., memos, letters, reports) that are clear, well-written, and follow standard conventions in style, punctuation, grammar, spelling, sentence structure, paragraph formation, and appropriate word choice. Students will communicate demonstrating expert knowledge on a specific topic using a highly organized format, incorporating creativity into their speaking ability and visual presentation method, with a confident delivery method and tone, while keeping their audience engaged.

In ENC 3213, students will produce drafts, revise, edit, and submit several types of documents related to business correspondence such as letters, memos, and reports. Students will serve as peer reviewers for each other's work and will collaborate with peers to write a proposal on a contemporary issue facing businesses.

Hospitality Management Specific:

In HFT 4503, Hospitality Marketing and Revenue Management students will be assigned a presentation on a current, relevant issue affecting hospitality marketing or revenue management. Students will be measured on their written communication skills and oral communication skills utilizing a faculty- and industry-approved rubric. Learning outcomes include proper grammar, spelling, sentence structure, appropriate word choice, and paragraph formation in addition to being able to clearly present a topic, ability to incorporate technology into the presentation's creation, making sure all information is clearly relevant, topics addressed thoroughly, and success at incorporating technology into the actual topic (i.e., web links, Wikis,

et al.) where appropriate. The average of 85% across students is sought as the departmental goal. This project is worth 20% of the students' grades in this particular course.

CRITICAL THINKING (Analytical Skills): Students will apply business models to complex fact patterns. Students will demonstrate their ability to process financial information and to conduct a critical analysis that applies this information to financial decisions.

In MAN 4720, students will demonstrate analytic/critical thinking through their ability to apply relevant business models and/or strategic concepts and tools in a research project on a firm and/or industry. In FIN 3403, students will apply financial math and valuation principles to value securities, capital projects, and other assets. Students will interpret financial information and use it in decision making.

Hospitality Management Specific:

In HFT 4453 (Analyzing Performance of Hospitality Managers) students will demonstrate their critical thinking skills by analyzing a case study scenario representative of a real-life hospitality business situation. Using a faculty- and industry-approved rubric, students will determine the most feasible, practical, and/or profitable outcome a successful manager would take from the scenario presented. Their determination will be matched against a successful industry standard as deemed appropriate by faculty and hospitality industry executives in the creation of the case setting. An average score among students of 85% will be incorporated as the department's goal. This case study analysis will be worth 5% of the students' grades in this particular course.

CONTENT KNOWLEDGE (Declarative Knowledge) and CRITICAL THINKING (Analytical Skills): Students will demonstrate an understanding of business law and business ethics, managerial responsibilities within the law, and the legal and economic implications of noncompliance.

In BUL 4421, students will complete an examination in which they must demonstrate their knowledge and understanding of business law. Students will also complete an examination in which they will demonstrate their knowledge and understanding of business ethics.

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COMPLETE DEGREE REQUIREMENTS APPEAR IN FAU'S UNIVERSITY CATALOG