Student Learning Objectives

Goal 1.) Critical Thinking - Isenberg students are critical thinkers.

Objective 1.1: Isenberg students identify business problems and their causes, generate alternative solutions, and arrive at reasoned conclusions.

Goal 2.) Information Technology - Isenberg students use technology to inform and present business decisions.

Objective 2.1: Isenberg students organize, analyze, and summarize business information using technology.

Objective 2.2: Isenberg students communicate business information using technology.

Goal 3.) Ethical Reasoning - Isenberg students incorporate ethical reasoning in decision making.

Objective 3.1: Isenberg students apply ethical reasoning to make business decisions within a legal context.

Goal 4.) Business Communication - Isenberg students are effective communicators who can prepare business documents and presentations.

Objective 4.1: Isenberg students create well-written documents on a business topic.

Objective 4.2: Isenberg students deliver effective business presentations.

Goal 5.) Teamwork - Isenberg students are productive team members.

Objective 5.1: Isenberg students work collectively to solve business problems.

Goal 6.) Leadership - Isenberg students are knowledgeable about leadership theories.

Objective 6.1: Isenberg students apply understanding of leadership theories.

Goal 7.) Core Business Knowledge - Isenberg students possess knowledge of core business concepts.

Objective 7.1: Isenberg students demonstrate understanding of the key elements of accounting, finance, marketing, management, operations and information systems.
**Assessment Tools:**

Direct: Faculty evaluation of student work in core courses. This includes a review of student performance on selected exams, papers, presentations, homework and simulation exercises.

Indirect: Student surveys (including National Survey of Student Engagement (NSSE), alumni survey and recruiter surveys.

**Highlighted Recent Activity:**

Fall 2012 & Spring 2013 – A new position entitled “Director of Organizational Metrics” was created to lead the AoL initiatives. In addition, the Isenberg School created an AoL UG Task Force to select learning objectives, construct a curriculum map, review assessment data and determine continuous improvements initiatives when deemed necessary. Under the guidance of the Director of Organizational Metrics, the task force is developing a full assurance of learning cycle (collect data, analyze data, implement improvements and re-collect data to monitor progress) by Spring 2015. Each department will also review data relevant to their area of study and make improvements where appropriate.

March 2013 – The Isenberg School brought in assurance of learning expert, Karen Tarnoff, to hold workshops for faculty and staff on the benefits of assurance of learning and how to develop meaningful assessment techniques.