



Assessment Alignment Pathway

Instructor Name: Shannon Nelson

Program/Department: Business Transfer Pathway

Institutional Outcomes (ILOs)	Program/Department Outcomes (PLOs) OR MN Transfer Curriculum Goal	Course Name	% Students/ Course	Course Outcomes (SLOs)
ILO #1: Communication Skills Students will demonstrate appropriate use of communication.				

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ILO #2: Critical Thinking Students will gather information, develop solutions, and apply a viable plan of action.	The student will identify and explain the major functional areas of the business organizations, including management, marketing, finance, Information technology, human resources, and accounting.	MKTG 2200	100%	Research and apply the 4 P's (product, place, promotion, price) of marketing in reference to a specified product/service/idea.
	The student will integrate management principles in relation to finance, personnel, products, services, and information.	BUSN 2210	100%	Describe the four functions of management (planning, organizing, leading and controlling) and the type of executive management actives associated with each.

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ILO #3: Social Engagement Students will be prepared to practice social engagement that addresses environmental responsibility, civic engagement, and global diversity.	The student will identify and explain the major functional areas of the business organizations, including management, marketing, finance, Information technology, human resources, and accounting.	BUSN 1110	100%	Evaluate and discuss cases that address the social, ethical, and global responsibilities and obligations of businesses.

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ILO #4: Application of Resources Students will utilize appropriate information or technical resources.	The student will apply commonly used computer application programs to create relevant business documents.	CPTR 1104	100%	Demonstrate effective use of computer hardware and software.

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ILO #5: Personal Development Students will demonstrate professional and personal growth behaviors.	The student will demonstrate leadership skills that are effective in managing a multicultural workforce.	MKTG 2120	100%	Establish and evaluate professional leadership standards in supervisory situations.

Date of Competition/Revision

August 16, 2023

Assessment Measurement Activity Description

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Students go through the new product development process and put together a proposal for a new product that includes all four marketing mix elements.
Management Capstone Paper - students research a business and write a paper discussing management's role in a variety of business situations.

Assessment Measurement Activity Description
Final exam tests students ability to apply leadership standards discussed throughout the course to various supervisory situations.