

College of Business
Illinois State University

Management

Learning Objectives
Assessment Plan

Learning Goals & Objectives - Management Major

Goal 1: We want students in the management major to be adequately prepared to function as effective professionals in their content area.

Objective 1a: Students in the major will understand and apply content knowledge appropriate for their sequence (Entrepreneurship, HRM, or Org. Leadership).

Indicators: Content knowledge tests (the current pre-/post-tests)

Goals 2: We want students in the management major to be effective written communicators and credible, persuasive speakers.

Objective 2a: Students in the major will communicate clearly both verbally and in writing.

Indicators: Real client/service learning projects in required courses – Rubric developed for written communication

Goal 3: We want students in the management major to possess the ability to work in teams.

Objective 3a: Students in the major will work effectively and professionally in teams.

Indicators: Evaluation of performance in group/team projects – Rubric developed

Goal 4: We want students in the management major to be critical thinkers, effective problem solvers, and to possess analytical skills.

Objective 4a: Students in the major will think critically and solve problems using appropriate reasoning and analytical skills.

Indicators: Case studies/simulations in required courses

Goal 5: We want students in the management major to be technologically comfortable and proficient.

Objective 5a: Students will use technology in an appropriate manner.

Indicators: Course projects requiring the use of technology

Goal 6: We want students in the management major to be ethical decision makers.

Objective 6a: Students will understand ethical and legal issues in business decision making.

Indicator: Case studies in required courses

Goal 7: We want students in the management major to be accepting of diverse groups and to be aware of the impact of globalization on their content area.

Objective 7a: Students will understand the implications of global and national diversity in business decision making.

Indicator: Case studies in required courses – Rubric developed

Assessment of Management Program Based on Learning Goals and Objectives

Rubrics

Goal 2: Written Communication

Mechanics: Exceeds: Writing is essentially error-free.
Meets: Writing has some errors, but they are not distracting.
Below: Writing has frequent errors in spelling and grammar that interfere with comprehension.

Clarity: Exceeds: Is well organized. Uses transitions to facilitate understanding. Uses examples to illustrate points.
Meets: Uses overall acceptable organization. Provides some examples and some transitions.
Below: Lacks coherence. Is difficult to follow. Uses very few examples.

Goal 3: Team Work

Share of Work: Exceeds: Acted as team leader. Went beyond expectations.
Meets: Accepted and performed fair share of group's tasks and responsibilities. Completed work in a timely fashion.
Below: Did not complete work. Did not meet deadlines.

Work Quality: Exceeds: Produced high quality results. Exceeded team goals.
Meets: Produced acceptable work.
Below: Produced unacceptable output. Work had to be redone by other team members.

Dependability: Exceeds: Very dependable. Other team members relied on for assistance when needed.
Meets: Performed to expectations. Cooperated to get work done.
Below: Not dependable. Uncooperative. Hindered the team.

Goal 7: Diversity/globalization

Understanding Exceeds: Understands cultural differences. Can work with individuals from different backgrounds. Able to adapt to differences.
Meets: Is aware of and recognizes that differences exist. Knows "the rules" but not why they exist.
Below: Culturally myopic. Little awareness of or exposure to differences.

[Top](#)