



**McCOY COLLEGE OF BUSINESS  
ADMINISTRATION UNDERGRADUATE  
LEARNING GOALS AND ROTATION**

Developed and Reviewed by the McCoy College Curriculum Committee  
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Distributed to and examined by:

The McCoy College Council  
The McCoy College Assurance of Learning Committee  
Faculty in the McCoy College of Business

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## **McCoy College Undergraduate Learning Goals**

In professional organizations and situations, McCoy College graduates should be able to:

**1. Conceptualize a complex issue and express it in a coherent written or oral statement.**

Graduates should understand the importance of effective communication. They should be able to develop well-written reports, memos, and letters; make effective oral presentations; explain and interpret findings and conclusions; justify conclusions or recommendations; and organize ideas into a coherent train of thought.

**2. Apply critical and reflective thinking skills and use analytical tools to evaluate information, solve problems, and make sound decisions.**

Graduates should be able to carefully and logically analyze data, information, problems, and ideas from multiple perspectives. They may demonstrate these critical and reflective thinking skills through their ability, in a variety of circumstances, to synthesize information and evaluate its logic, validity, and relevance; arrive at reasoned conclusions, make informed decisions, and solve challenging problems; and generate or explore new questions.

**3. Apply information technology skills to organizational problems and decisions.**

Graduates should be able to use information technology in their work environment and to understand the impact of that technology in various organizational contexts.

**4. Understand ethical behavior in personal and business interactions.**

Graduates should understand ethical concepts, recognize ethical dilemmas, and employ ethical reasoning in assessing how those dilemmas should be resolved.

**5. Apply the skills needed for effective teamwork and understand the importance of group dynamics in achieving organizational goals.**

Graduates should be able to work productively in groups with diverse participants and across cross-functional environments to accomplish assigned or self-developed tasks and goals.

**6. Comprehend the importance of pluralism and cross-cultural diversity.**

Graduates should appreciate the benefits of cultural, ethnic, religious, and other background differences that individuals and groups bring to an organization. They should understand the impact of globalization and pluralism in their personal and professional relationships.

## **Program-Level Goal Rotation Sequence**

Two learning goals are measured in multiple courses using multiple methods every three years. This multi-method, multi-task approach also allows for the learning goal to be measured according to the appropriate level of Bloom's Taxonomy.

Goal 1 (Written & Oral) and Goal 5 (Teamwork & Group Dynamics) will be the focus of Academic years: ~~2005-06; 2008-09; 2011-12; 2014-15 . . .~~

Goal 2 (Analytical & Critical Thinking) and Goal 3 (Information Technology) will be the focus of Academic years: ~~2006-07; 2009-10; 2012-13; 2015-16 . . .~~

Goal 4 (Ethical Behavior) and Goal 6 (Culture/Pluralism/Diversity) will be the focus of Academic years: ~~2007-08; 2010-11; 2013-14; 2016-17 . . .~~

~~Date~~ = Assessment Completed and Report Distributed and posted on Web Page