STATEMENT OF OUTCOMES ASSESSMENT: Undergraduate
In view of the changing business environment our students will face upon graduation and in keeping with the mission and values for which Caldwell University stands, students who graduate from our program will be proficient in business principles and practices in eleven essential business subjects (Accounting, Economics, Finance, Global Business, Legal and Social Environment of Business, Marketing, Management, Quantitative Business Analysis, Ethics, Information Systems, and Business Policy/Integrating Experience), and will be proficient in oral presentations, written communications, and information technology skills. They will also be able to address real-world business problems with ethical sensitivity and well-developed critical thinking and problem solving skills.

Several different methods will be used to evaluate the effectiveness of the program and the success of the student, including the Peregrine Test in Business and the successful completion of the Business program capstone course: Kapusinski Ethical Business Strategy. The Kapusinski Ethical Business Strategy capstone course is an important requirement that all students must complete successfully. In addition to integrating students’ knowledge of all the business functions, this course emphasizes the ethical dimensions of business problems by giving students methods to assist in making strategic and ethically-grounded decisions. Other assessment measures may be used from time to time, including case studies, portfolio development, pre- and post-testing, and others upon review and analysis of actual student learning outcomes.

Student Learning Outcomes:

Outcome 1 – Essential Business Topics
Students will demonstrate proficiency in:
- Accounting
- Economics
- Ethics
- Finance
- Information systems
- International business
- Legal and Social Environment of Business
- Marketing
- Management
- Policy and business strategy
- Quantitative Business Analysis

Outcome 2 – Essential Business Skills
Students will develop and demonstrate proficiency in:
- Oral presentation skills
- Written communication skills
- Information technology skills

Outcome 3 – Essential Business Interpersonal Skills
Students will demonstrate and enhance critical thinking and problem-solving skills using an ethical framework to address and solve real-world problems.
STATEMENT OF OUTCOMES ASSESSMENT: Graduate

Upon completion of the MBA Program, students will be able to:
1. Apply analytical and critical thinking skills and utilize quantitative skills for strategic and tactical decision-making
2. Use technological applications currently used in contemporary business environments
3. Model interpersonal skills demonstrating team consensus building, leadership, business ethics, and individual and social responsibility
4. Develop a comprehensive strategic plan in response to scenarios routinely encountered in modern business environments
5. Utilize effective communication skills appropriate for the executive level in the modern corporation, including proficiency in presentations, and written and verbal expression