2007-08 was the second year of measuring traits on a rotation rather than measuring all of the traits every semester. This means that not every trait will be measured every year because each semester two departments will be responsible for measuring the traits associated with the core courses offered by the department. With six departments in the College, it will take three semesters to measure all of the traits.

The measurement results are shown in the table that follows, but in summary, the results in communication, ethics, and some traits in analytical skills were very good; whereas the areas of decision-making, global awareness and some analytical traits show room for improvement.   These results will be shared with faculty and those who teach the core courses will be consulted for suggestions to improve student performance in these areas. Last year, ideas for improvement were collected from a group of core course instructors and distributed to all teaching the core courses. The implementation and effectiveness of these suggestions will be reviewed.

Global awareness will be measured next year in Marketing Principles for the traits of identifying cultural characteristics and how aspects of culture affect business. This year's global awareness measurement was conducted in Macroeconomics on the trait of describing how fluctuations in exchange rates affect an economy's or firm's international operations.

In 2008-09 additional traits in the communication and ethics goals will be measured in Organizational Behavior, and measurements in Business Finance, Operations Management, and Information Technology will shed more light on the areas of decision making, analytical skills and technological issues.

The faculty teaching the following courses reported on assurance of learning results this year:

- Fall 2007
    o Business Communication
    o Business Finance
- Spring 2008
    o Microeconomic Principles
    o Business Statistics
    o Managerial Accounting
    o Cost Accounting
    o Introduction to Financial Accounting

The goals, objectives, and traits measured and the percentage of students performing at the "good enough" and "very good level" in the 2007-08 academic year were:

GOAL: We want our students to be:	OBJECTIVE	TRAITS	VG+GE
Good Communicators	1. Students will demonstrate clear oral communication.	1. Organized ideas.	97%
		2. Used relevant and current content.	96%
		3. Had good voice quality and pace.	96%
		4. Nonverbal behaviors supported oral communication.	89%
		5. Used media to reinforce message.	90%
	2. Students will demonstrate clear written communication	1. Organized ideas.	99%
		2. Used appropriate grammar and spelling.	94%
		3. Chose acceptable format to convey information.	96%
Sound decision makers	1. Students will use appropriate methodology to make sound business decisions	1. Define the problem	55%
		2. Identify the information relevant to the decision	67%
		3. Identify feasible alternatives	73%
		4. Analyze the quantitative and qualitative aspects of the problem	73%
		5. Apply logical decision criteria	71%
Ethical and able to identify ethical issues	2. Students will be able to use a code of conduct to analyze a business situation and potential consequences of breaches of ethical conduct.	1. Given a code of ethics, can apply it to a business situation.	98%
		2. Recognize the implications of breaches in ethical conduct.	99%
Globally aware	1. Students will demonstrate an understanding of the relationships among markets and the implications of doing business in different international markets and institutions	1. Describe how fluctuations in exchange rates will affect an economy's or firm's international operations, e.g., imports, exports, labor costs, etc.	72%
Analytical	1. Students will apply mathematical concepts to interpret business and economic phenomena	1. Being told how Y affects X and how X affects Z, to demonstrate: i. The effect Y has on Z ii. How changes in the relationship between Y and X changes the relationship between Y and Z. iii. How changes in the relationship	78%

		between X and Z change the relationship between Y and Z. 2. Explain how a graph represents data.	
	2. Students will be able to summarize and analyze data	1. Calculate the mean, median, mode, standard deviation, variance, and inter-quartile range of a variable's distribution.	94%
		2. Use graphical techniques such as histograms, pie charts, and scatter diagrams to summarize data.	94%
		3. Show whether two variables are or are not independent of each other.	91%
	3. Students will be able to collect, report, and analyze financial information using appropriate accounting concepts and techniques	1. Use the accounting equation and debit/credit rules to show the effect of selected transactions on the financial statements.	81%
		2. Demonstrate knowledge of the accounting, including adjusting and closing entries.	75%
		3. Use appropriate rules and conventions to account for essential financial statements items (e.g., cash, receivables, inventory, long-lived assets, current and long-term liabilities, and shareholders' equity).	98%
		4. Compute selected financial ratios using appropriate accounting information (e.g., current ratio, receivables turnover, inventory turnover, profit margin, etc.).	74%

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