

UNIVERSITY OF WISCONSIN – WHITEWATER
College of Business and Economics
Assurance of Learning: Goals, Objectives, and Traits
(Revised Spring 2011)

GOAL: WE WANT OUR STUDENTS TO BE:	OBJECTIVES	TRAITS	COURSE
Ethical and able to identify ethical issues	1. Students will articulate the impact that business decisions have on the firm and its stakeholders and propose solutions that reconcile these differences.	1. Identify and state the expectations of major stakeholders. 2. Identify ways in which the expectations of stakeholders may conflict. 3. Suggest alternative actions to effect compromises that may serve the needs of conflicting stakeholders.	Management 301 Organizational Behavior
	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. 2. Recognize the implications of breaches in ethical conduct.	Accounting 249 Managerial Actg. or Accounting 342 Cost Actg.
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.	Economics 202 Prin. of Macroeconomics
	2. Students will identify cultural characteristics of a global business environment and their impact on business strategy	1. Identify cultural characteristics 2. Indicate how aspects of culture affect business.	Marketing 311 Prin. of Marketing

Good Communicators	1. Students will demonstrate clear oral communication.	<ol style="list-style-type: none"> 1. Organized ideas. 2. Used relevant and current content. 3. Had good voice quality and pace. 4. Nonverbal behaviors supported oral communication. 5. Used media to reinforce message. 	ITBE 353 Business Communication
	2. Students will demonstrate clear written communication	<ol style="list-style-type: none"> 1. Organized ideas. 2. Used appropriate grammar and spelling. 3. Chose acceptable format to convey information. 	ITBE 353 Business Communication
	3. Students will recognize variations in communication with people of other countries and cultures	<ol style="list-style-type: none"> 1. Define diversity and show its importance in successfully communicating in business. 2. Recognize the variation in meaning for nonverbal communication among cultures of the world. 	Management 301 Organizational Behavior
Sound decision makers	1. Students will use appropriate methodology to make sound business decisions	<ol style="list-style-type: none"> 1. Define the problem 2. Identify the information relevant to the decision 3. Identify feasible alternatives 4. Analyze the quantitative and qualitative aspects of the problem 5. Apply logical decision criteria 	<p>FNBSLW 344 Business Finance: 1, 2, 3, 5</p> <p>Economics 245 Business Statistics: 4</p>

ANALYTICAL	1. STUDENTS WILL APPLY MATHEMATICAL CONCEPTS TO INTERPRET BUSINESS AND ECONOMIC PHENOMENA	<p>1. BEING TOLD HOW Y AFFECTS X AND HOW X AFFECTS Z, TO DEMONSTRATE:</p> <p>I. THE EFFECT Y HAS ON Z</p> <p>II. HOW CHANGES IN THE RELATIONSHIP BETWEEN Y AND X CHANGES THE RELATIONSHIP BETWEEN Y AND Z.</p> <p>III. HOW CHANGES IN THE RELATIONSHIP BETWEEN X AND Z CHANGE THE RELATIONSHIP BETWEEN Y AND Z.</p> <p>2. EXPLAIN HOW A GRAPH REPRESENTS DATA.</p>	ECONOMICS 202 PRINCIPLES OF MACROECONOMICS
	2. Students will be able to summarize and analyze data	<p>1. Calculate the mean, median, mode, standard deviation, variance, and inter-quartile range of a variable's distribution.</p> <p>2. Use graphical techniques such as histograms, pie charts, and scatter diagrams to summarize data.</p> <p>3. Show whether two variables are or are not independent of each other.</p> <p>4. Develop and compare forecasting models based upon historical data.</p>	Economics 245 Business Statistics: 1,2,3 Management 306 Operations Management: 4
	3. Students will be able to collect, report, and analyze financial information using appropriate accounting concepts and techniques	<p>1. Use the accounting equation and debit/credit rules to show the effect of selected transactions on the financial statements.</p> <p>2. Demonstrate knowledge of the accounting, including adjusting and closing entries.</p> <p>3. Use appropriate rules and conventions to account for essential financial statements items</p>	Account 244 Intro to Financial Accounting

		(e.g., cash, receivables, inventory, long-lived assets, current and long-term liabilities, and shareholders' equity). 4. Compute selected financial ratios using appropriate accounting information (e.g., current ratio, receivables turnover, inventory turnover, profit margin, etc.).	
Information Technology Adept	1. Students will know how to use information systems to improve their effectiveness as business professionals.	1. Use spreadsheet/database tools to enter, format, manipulate and summarize information. 2. Identify and retrieve quantitative and qualitative information in order to make effective business decisions. 3. Describe the processes firms use to develop information systems and the roles business professional play in that development.	ITBE 280 Intro to Information Systems
	2. Students will understand information systems and the role and impact they have on corporations, employees and society.	1. Describe the core components of information systems. 2. Given a specific organizational context; identify ways the organization can use information technology to achieve desired results 3. Given the description of a specific information system implementation, derive the impacts that implementation may have on the organization, stakeholders, and society.	ITBE 280 Intro to Information Systems