



UNIVERSITY OF WISCONSIN
WHITEWATER

ACADEMIC ASSESSMENT

GENERAL BUSINESS

MISSION STATEMENT

The mission of the General Business program is to provide an engaging environment for educating undergraduate students that advances critical thinking, innovative problem-solving, ethical behavior, leadership and a commitment to diversity.

STUDENT LEARNING OUTCOMES

Student learning outcomes (SLOs) are statements of what a student will know or be able to do when they have completed a program. They represent the knowledge and skills a program has determined are most important for students to gain from that program. The most useful SLOs are specific and measurable so the program can accurately assess the degree to which students have achieved each outcome, and they align with college and institution mission and values. Data on achievement of SLOs is used to make improvements in the program and increase student success.

Students who graduate from UW-Whitewater with a degree in General Business will meet the following student learning outcomes:

- Identify and understand issues related to the following overarching business issues:
 - Project management and business planning;
 - Legal issues and risk management;
 - Broad economic issues;
 - Social responsibility; and
 - Interpersonal/Supervisory/Management Skills