

Business Studies Major (concurrent major with a CASL major)

Goals and Objectives

Goal: Business Studies Majors will be knowledgeable about basic concepts in the core business disciplines.

Objective: BSM students will demonstrate understanding of key concepts in the following disciplines:

- Accounting
- Finance
- Organizational Behavior
- Marketing
- Statistics
- Information Technology Management
- Operations Management

Curriculum Objective Mapping

Objectives	Required Courses						
	ACC 298	FIN 401	OB 354	ITM 310	MKT 352	DS 300 /ECON 305	OM 300
Objective	X*	X*	X*	X*	X*	X*	X*

X indicates the learning objective is addressed extensively in the course.

* indicates the assessment is assigned to the course

Assessment Plan

Objectives	F16	W17	S17	F17	W18	S18	F18	W19	S19	F19	W20	S20	F20	W21	S21
Objective		OB354		FIIN 410	ITM 310		ACC 298	OM 300		FIN 401	ITM 310		ACC 298	OM 300	
				SAT	MKT 352					SAT	MKT 352		OB 354		

The assessment plan will follow the same data collection plan of BBA Objective One assessment.