

College of Business Business Analytics Program Matrix

Business Analytics Program				
College of Business Program Goal	Program Outcome	Supporting Course Outcomes	Performance Activity	Type
Demonstrate a Christian worldview.	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.	Demonstrate a foundation for understanding business fundamentals and practicing business from a Christian perspective. (BUS 100).	Completion of a written reflections paper with Christian business practices and ethical standards. (BUS 100).	Internal, formative
Demonstrate business knowledge and application.	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.	Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).	Completion of the Major Field Test (MGT 431).	External, summative
Demonstrate effective oral communication skills.	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.	Develop the necessary knowledge and skills of successful communication in the business field through oral presentations. (MGT 341).	Completion of oral presentation of a research project. (MGT 341).	Internal, summative
		Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).	Completion of oral presentation of strategic recommendations. (MGT 431).	Internal, summative
Demonstrate teamwork and collaboration.	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.	Collaborate with a team through business research and consulting to create a company business plan (BUS 499).	Completion of a business plan for assigned company (BUS 499).	Internal, summative
		Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).	Completion of final case analysis (MGT 431).	Internal, summative

<p>Demonstrate effective written communication skills.</p>	<p>Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.</p>	<p>Demonstrate a thorough formation and collection of business research and consulting to create a company business plan (BUS 499).</p>	<p>Completion of a business plan for assigned company (BUS 499).</p>	<p>Internal, summative</p>
		<p>Develop the necessary knowledge and skills of successful communication in the business field through written reports. (MGT 341).</p>	<p>Completion of a written business letter (MGT 341).</p>	<p>Internal, summative</p>
<p>Demonstrate the ability to apply business knowledge to create a company's strategic plan.</p>	<p>Apply business knowledge to prepare a strategic plan for a company, discuss its present business position, its long-term direction, its resources and competitive capabilities, the strength of the present strategy and the company's opportunities for gaining sustainable competitive advantage.</p>	<p>Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).</p>	<p>Completion of strategic recommendations assignment (MGT 431).</p>	<p>Internal, summative</p>