Institutional Effectiveness
2023-2024

Program: Banking Certificate - Undergraduate
College and Department: College of Business, Economics
Contact: Wesley Pech

The College of Business produces career-ready, professionally adept, and community-engaged graduates, generates application-oriented research, and provides exceptional service to business and society.

Our mission is accomplished by:
- Emphasizing integrative, personalized, and engaging experiential learning opportunities – both within and outside the classroom.

- Producing research that makes meaningful contributions to the practice of business and business education.

- Expertly serving university, community, and business constituents to improve and promote the social well-being and economic success of the Upper Cumberland and Tennessee.

- Maintaining ethical, equitable, and inclusive learning environments and student interactions.

Attach Curriculum Map (Educational Programs Only):
See Appendix 1

SLO 1.1

Define Outcome:

Students will demonstrate competency in the core business areas (incorporating global awareness and use of business technologies)

Assessment Methods:

Take the ETS® Major Field Test for the Bachelor's Degree in Business

Criteria for Success (Thresholds for Assessment Methods):

The median score will meet or exceed the national median

SLO 2.1

Define Outcome:

Students will demonstrate ability for critical thinking in problem solving and decision making

Assessment Methods:

Take the California Critical Thinking Skills Test (CCTST)

Criteria for Success (Thresholds for Assessment Methods):

At least 75% of our students will demonstrate moderate, strong or superior critical thinking skills in their overall CCTST score.

At least 75% of our students will demonstrate moderate or strong critical thinking skills in each of these dimensions:
1) Analysis, 2) Inference, 3) Evaluation,
4) Induction, 5) Deduction, 6) Numeracy

SLO 3.1

Define Outcome:

Written Communication Skills – Students will demonstrate proficiency in written communication skills

Assessment Methods:

Assessed by student performance on a writing assignment. Evaluated based on a rubric

Criteria for Success (Thresholds for Assessment Methods):

At least 75% of students will score 4 or 5 (on 1-5 scale) in each of these dimensions:
1) Purpose, 2) Tone, 3) Organization, 4) Grammar, 5) Format

SLO 3.2

Define Outcome:

Oral Communication Skills – Students will demonstrate proficiency in oral communication skills

Assessment Methods:

Assessed by student performance on an oral assignment. Evaluated based on a rubric.

Criteria for Success (Thresholds for Assessment Methods):

At least 75% of students will score 4 or 5 (on 1-5 scale) in each of these dimensions:
1) Purpose, 2) Organization, 3) Verbal, 4) Nonverbal, 5) Visual Aids

SLO 3.3

Define Outcome:

Team Skills – Business students will demonstrate skills necessary to work in teams in diverse group settings

Assessment Methods:

Using Capsim's TeamMATE software, each student is assessed by peers multiple times during a group project

Criteria for Success (Thresholds for Assessment Methods):

At least 75% of students show improvements between the first and final peer assessment scores in the following dimensions:
1) Preparation, 2) Execution, 3) Monitor, 4) Adjustment

SLO 3.4

Define Outcome:

Business Ethics Awareness – students will demonstrate awareness of ethical implications of business decisions

Assessment Methods:

Students are provided an ethical case and asked to identify the ethical dilemma, the stakeholders, and alternative courses of action. Evaluation based on a rubric

Criteria for Success (Thresholds for Assessment Methods):

At least 75% of students will score 4 or 5 (on 1-5 scale) in each of these dimensions:
1) Identify the ethical dilemma, 2) Identify the stakeholders, and 3) Identify alternative courses of action.

Summative Evaluation:
It was discovered that learning objectives were too general and not tied to the banking program specifically. Finance faculty developed new banking-specific learning objectives and an assessment plan, which we will begin implementing immediately during Fall 2024.

Future SLOs:

- Students will demonstrate competency in core banking knowledge and skills.

- Students will integrate core knowledge and skills to address challenges in the banking industry.

Appendix 1: Undergraduate Curriculum Map

	Goal 1	Goal 2	Goal 3			
Core Courses	1.1 Core Business Knowledge	2.1 Critical Reasoning and Problem-solving	3.1 Written Communications	3.2 Oral Communications	3.3 Team Skills	3.4 Ethics Awareness
ACCT 2110	Principles of Accounting	X	X			X
ACCT 2120	Managerial Accounting	X	X			X
LAW 2810	Business Law					X
BMGT 3510	Management and Organizational Behavior	X	X	X	X	X
BMGT 3720	Business Communications		X	X	X	
BMGT 4930	Strategic Management	X	X		X	X
DS 2810	Computer skills	X	X	X	X	X
DS 3520	Operations	X	X			
DS 3620	Data Analysis	X	X			
DS 3841	Information Systems	X	X	X		X
ECON 2010	Micro-economics	X	X			X
ECON 2020	Macro-economics	X	X		X	
ECON 3610	Business Statistics	X	X			X
FIN 3210	Finance	X	X			
MKT 3400	Marketing	X	X	X	X	X