MGA – Academic Program

Assessment Plan and Curriculum Map

On which campuses is the program offered? Macon | *College/School:* School of Business | *Department:* | *Academic Degree:* Bachelor of Arts | *Major:* Business Administration | *Track (if applicable):* Marketing

Assessment Plan

How will a student know they are learning what they need to learn to be successful when they graduate?

Please identify which type of learning activity will be used to teach the learning goal. Also identify the learning objective associated with the learning goal being taught. A learning outcome is a description of the knowledge, skills and abilities you will gain as you complete your coursework.

	Learning Outcome	Assessment Types	Data Collection Points*	Target Performance
Learning Outcome 1	Analyze and discuss situations involving a global environment and diversity issues.	Embedded questions	ECON 3175 – International Economics	Average grade of 70 or better on each question.
Learning Outcome 2	Solve complex problems using quantitative and qualitative data.	Embedded questions	MGMT 3165 – Production and Operations Management	70% of students score 70% or better on the embedded questions.
Learning Outcome 3	Analyze cases containing ethical issues, identify possible courses of action, and discuss the potential outcomes of those actions.	Case Study	BUSA 3101 – Business Ethics	70% of students score 70% or better on the case study analysis.
Learning Outcome 4	Understand and apply core concepts in business effectively.	ETS Major Field Test	MGMT 4195 – Strategic Management	Students score in the 50th percentile or above on each of the nine sections of the MFT.

**Data collected for assessment purposes should be segmented by program location. Cochran, Macon, Dublin, Eastman, Warner Robins, or online students should be analyzed separately.*

Curriculum Map

Where in a student's academic program will they be taught the content of each learning outcome and how will the content be taught?

	Please identify the method of instruction (i.e. case study, lecture, experiential instruction, team activity, writing assignment, quantitative exercise) used to teach the learning outcome in courses required in the major. Not all major courses need to teach all learning outcomes.									
Major Course	ECON 3175	BUSA 3101	MGMT 3165	MGMT 4195						
LO1	Lecture & Quantitative									
LO2			Lecture & Quantitative							
LO3		Case Study								
L04				Lecture, Writing, Quantitative						