

**UNIVERSITY OF ALASKA FAIRBANKS**  
**Student Learning Outcomes Assessment Plan**

School of Management  
Bachelor of Business Administration (BBA)  
Business Administration (BA)  
(2012)

**SOM MISSION:** The School of Management provides a high quality education that prepares students for professional success in meeting the challenges facing businesses in Alaska and around the world.

**SOM VISION:** The School of Management will be recognized for high-quality educational programs, hands-on educational opportunities for students, service to the community and accomplished teaching and research faculty. The School of Management strives to be acknowledged as the premier business school in Alaska.

<b>Intended Objectives/Outcomes</b>	<b>Assessment Criteria and Procedures</b>	<b>Implementation (what, when, who)</b>
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**1. Communication**

Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
<p><b>3. Ethical Knowledge</b></p> <p><b>Students should be able to</b> identify an ethical dilemma and distinguish between legal, illegal, ethical and unethical behavior.</p>	<p><u>Instrument:</u> Imbedded test questions.</p> <p><u>Rubric:</u> Percent of correct answers in two categories: legal/illegal and ethical/unethical.</p> <p><u>Min. Standard:</u> For each question, 70% of students meet or exceed expectations.</p>	<p>Questions imbedded in the final exam for BA 323 (Business Ethics).</p> <p>Data collected every semester,</p>