Undergraduate Degree Program
Program - COB Management SLO (BBA)

Mission Statement
The Unit's mission is to create enduring educational value for our students, our alumni, and the business and academic communities we serve. We achieve this mission by ensuring our students attain the general business and functional knowledge, skills and attitudes required for them to succeed in a rapidly changing, technology-driven global business environment.

Global Leadership and Management

Outcomes
FIU graduates should be able to achieve the following:

<table>
<thead>
<tr>
<th>Content Knowledge and Skills (including Technology)</th>
<th>Direct Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Knowledge 1</td>
<td>Procedure:</td>
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</tbody>
</table>
| Graduates will be able to carry out the planning function of management. | **Assessment Instrument:** Closed-ended Exam  
**Assessment Method:** A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management. The exam consists of subsets, containing approximately 4 questions, pertaining to each of the outcomes.  
**Course Assessed:** MAN 4720  
**Sampling:** Students majoring in Management in the senior course, MAN 4720, Strategic Management.  
**Minimum Criteria for Success:** The percentage of correct responses as a proportion of total questions should be at least 70% |
| Content Knowledge 2                                 | Procedure:      |
| Graduates will be able to carry out the organizing function of management. | **Assessment Instrument:** Closed-ended Exam  
**Assessment Method:** A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management. The exam consists of subsets, containing approximately 4 questions, pertaining to each of the outcomes.  
**Course Assessed:** MAN 4720  
**Sampling:** Students majoring in Management in the senior course, MAN 4720, Strategic Management.  
**Minimum Criteria for Success:** The percentage of correct responses as a proportion of total questions should be at least 70% |
| Content Knowledge 3                                 | Procedure:      |
| Graduates will be able to formulate ways to carry out the controlling function in organizations. | **Assessment Instrument:** Closed-ended Exam  
**Assessment Method:** A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management. The exam consists of subsets, containing approximately 4 questions, pertaining to each of the outcomes.  
**Course Assessed:** MAN 4720  
**Sampling:** Students majoring in Management in the senior course, MAN 4720, Strategic Management.  
**Minimum Criteria for Success:** The percentage of correct responses as a proportion of total questions should be at least 70% |
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<tr>
<th>Content Knowledge 4</th>
<th>Procedure:</th>
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</table>
| Graduates will be able to identify ways to fulfill the leadership function of management. | **Assessment Instrument:** Closed-ended Exam  
**Assessment Method:** A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management. The exam consists of subsets, containing approximately 4 questions, pertaining to each of the outcomes.  
**Course Assessed:** MAN 4720  
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