

UNIVERSITY OF ALASKA FAIRBANKS
Student Learning Outcomes Assessment Plan
Certificate, Applied Business
 UAF Community and Technical College
 May 2018

Expanded Statement of Institutional Purpose	Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
<p>MISSION STATEMENT: The Applied Business Management Certificate program prepares students for entry level position in business, non-profit and government institutions by providing quality and relevant education in a variety of business related fields</p> <p>GOAL STATEMENT: To provide a comprehensive learning environment which addresses the concerns of modern business people and provides the training necessary to enhance business success.</p> <p>Students earning this degree will have mastered a fundamental understanding of business and</p> <ol style="list-style-type: none"> Will be highly competitive in acquiring entry-level business positions Will be able to demonstrate successfully those skills in the workplace Function as economically literate citizens 	<p>Students who complete the Certificate in Applied Business will possess the writing, communications, and computation skills as well as the accounting knowledge to function as effective entry level employees in the business industry and related fields.</p> <p>They will be able to apply critical-thinking skills needed to function in multiple roles as citizens, consumers, workers, managers, business owners, and directors of their own economic futures.</p> <p>Students will develop an awareness of career opportunities and lifelong learning skills that will enable them to become employable in a variety of business industries and related fields.</p>	<p>The Applied Business Certificate program requires that students demonstrate the following competencies:</p> <p>Exhibit the interpersonal, teamwork and leadership skills needed to function in diverse business settings.</p> <p>Communicate effectively as writers, listeners, and speakers in diverse social and business settings.</p> <p>Demonstrate competency in computation skills and their applicability to business,</p> <p>Develop a sensitivity to personal, societal, corporate, and governmental responsibility in the economic system.</p> <p>Read, interpret, and analyze financial statements, and apply generally accepted accounting (GAAP) principles to make informed business and personal decisions.</p> <p>Understand that the various functions of business are not separate but interrelated, and that each one impacts the other.</p>	<p><i>What:</i> Faculty teaching selected courses will collect, analyze, and interpret data that identifies the number of students initially enrolled, number of students that did not complete, (I,NB, W), the average grade in the course, and grade range for the course, as well as any other useful information as it becomes available.</p> <p>The following courses have been selected for the Certificate, Applied Management:</p> <p>ABUS F101 ABUS F154 ABUS F155 ABUS F271 BA F151X</p> <p>In the spring of 2018 an online simulation game, "Liberty Air" was implemented in BA F151X. This simulation produces documentation of their business acumen, how they perform as a team, and the type of leadership they exhibited through the simulation.</p> <p>In addition, portfolios of outstanding work are maintained on file.</p> <p><i>When:</i> Academic Year (fall/spring)</p> <p><i>Who:</i> ABUS Faculty</p>
	<p>Employers will be satisfied that graduates possess the understanding of the various business functions to fulfill the job duties expected for an entry level position in the business industry.</p> <p>.</p>		