



Alderson Broaddus University

Academic Program
Student Learning Outcomes

2022-2023

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Alderson Broaddus University

Academic Program Student Learning Outcomes

At a campus-wide faculty development workshop on assessment held in August 2013, all faculty were asked to review the existing program student learning outcomes and to cross-check those outcomes with the current curriculums in each program. The Assessment Group then facilitated an initiative to revise and modify, if necessary, the learning outcomes for each major. To further the culture of assessment on campus, the Curriculum Change Template was modified to ensure that all curriculum modifications begin with an examination of learning outcomes followed by the creation of appropriate courses. This compilation of all program student learning outcomes is updated annually by the assessment group to take into account any program modifications made during a given academic year.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: **Accounting**

A. Program Mission Statement

The mission of the business program is to provide a learning environment that actively engages students in the business community in developing knowledge, skills, and abilities relevant for the success in a dynamic, global economy.

B. Program Student Learning Outcomes (a) And Program student Learning Outcomes Assessment Method (b)

1. (a) Develop and communicate policies that inform and guide operations to reduce risk and promote ethical practices.

(b) Students must achieve a score of 75 percent on both the multiple choice and short answer components of the BUSI-250 Business Ethics final exam.

2. (a) Employ analysis, critical thinking, and problem solving to identify, test, and validate processes, systems, and financial data to advise stakeholders.

(b) Students must achieve a score of 75 percent on the grading rubric for a comprehensive problem analysis in Business 315 Auditing II.

3. (a) Demonstrate knowledge of sophisticated financial accounting topics, including business combinations and partnership accounting.

(b) Students must achieve a score of 75 percent on the grading rubric for the semester long project in Business 420 Advanced Accounting.

4. (a) Employ critical thinking to evaluate qualitative and quantitative data, choose the alternative is most appropriate, and effectively communicate results.

(b) Final case analysis in BUSI 550 Strategic Management/Business Policy. Students need to achieve an average of 75 percent on the 5 components of the rubric on the final case analysis.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program - Biology

A. Program Mission Statement

The Biology Department prepares students to become accomplished scholars and professionals in the biological sciences through engaging and challenging classroom interactions, hands on research, and extracurricular experiences.

**B. Program Student Learning Outcomes (a)
and
Program Student Learning Outcomes Assessment Method (b)**

1. (a) Students demonstrate knowledge in a wide range of concepts, topics, and theories in biology.

1.(b) Course grades will be used to measure the students knowledge of concepts, topics, and theories in biology.

2.(a) Students will demonstrate the ability to follow and independently perform the scientific method.

2.(b) Senior research projects, acceptance of a paper or poster at a peer-reviewed conference or into a peer-reviewed journal publication.

3.(a) Students will successfully acquire desired employment in a biology-related field or gain acceptance into post-undergraduate research or educational positions (e.g., medical school, graduate school).

3.(b) Surveys of information about student's employment and/or acceptance into post-undergraduate research or educational positions will accompany the completion of their senior project.

4.(a)

4.(b)

5.(a)

5.(b)

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: **Business Administration**

A. Program Mission Statement

The mission of the business program is to provide a learning environment that actively engages students in the business community in developing knowledge, skills, and abilities relevant for the success in a dynamic, global economy.

B. Program Student Learning Outcomes (a) And Program student Learning Outcomes Assessment Method (b)

1. (a) Develop and communicate policies that inform and guide operations to reduce risk and promote ethical practices.

(b) Students must achieve a score of 75 percent on both the multiple choice and short answer components of the BUSI-250 Business Ethics final exam.

2. (a) Employ strategic marketing skills, including scenario planning, market intelligence, customer profiles, marketing plans, and competitive analysis, to respond to organizational marketing challenges.

(b) Students must achieve an average score of 80 percent on the 5 milestones in the Harvard Case Study completed over the course of the term in BUSI-345 Marketing Research.

3. (a) Analyze the components of strategic HRM planning addressing effective employment practices and employee development systems enhancing job performance and leadership skills.

(b) Students must earn at least 150 of the 200 points on the grading rubric for the term paper assignment in BUSI 235 Human Resources Management.

4. (a) Employ critical thinking to evaluate qualitative and quantitative data, choose the alternative is most appropriate, and effectively communicate results.

(b) Final case analysis in BUSI 550 Strategic Management/Business Policy. Students need to achieve an average of 75 percent on the 5 components of the rubric on the final case analysis.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: **Business Administration (BBA)**

A. Program Mission Statement

The mission of the business program is to provide a learning environment that actively engages students in the business community in developing knowledge, skills, and abilities relevant for the success in a dynamic, global economy.

- B. Program Student Learning Outcomes (a)
And
Program student Learning Outcomes Assessment Method (b)

1. (a) Develop and communicate policies that inform and guide operations to reduce risk and promote ethical practices.

(b) Students must achieve a score of 75 percent on both the multiple choice and short answer components of the BUSI-250 Business Ethics final exam.

2. (a) Analyze manufacturing, service, and logistics processes to ensure the competitiveness of a firm.

(b) Students must achieve an average score of 75 percent on the marketplace simulation in BUSI 336.

3. (a) Analyze the components of strategic HRM planning addressing effective employment practices and employee development systems enhancing job performance and leadership skills.

(b) Students must earn at least 150 of the 200 points on the grading rubric for the term paper assignment in BUSI 235 Human Resources Management.

4. (a) Employ critical thinking to evaluate qualitative and quantitative data, choose the alternative is most appropriate, and effectively communicate results.

(b) Final case analysis in BUSI 550 Strategic Management/Business Policy. Students need to achieve an average of 75 percent on the 5 components of the rubric on the final case analysis.

PROGRAM LEARNING OUTCOME WORKSHEET

Name of Program: Chemistry

A. Program Mission Statement

The mission of the Chemistry department at Alderson Broaddus University lies in preparing students who plan their career in the field of chemical sciences, biological sciences, medicine, earth sciences, secondary education, business, and law to meet their career goals by imparting quality education and professional skills, coupled with strong moral and ethical values.

B. (a) Program Learning Outcomes

And

(b) Program Learning Outcomes Assessment Method

1. (a) A graduate with a Chemistry major will understand the fundamental theories in chemistry which include atomic structure, chemical bonding, acids and bases, chemical principles and reactivity of inorganic compounds. (INORGANIC CHEMISTRY CHEM 215)

1. (b) Students' success will be measured on a score of 80% or higher on each section related to the areas stated above on the comprehensive final in Chemistry 215.

2. (a) A graduate with a Chemistry major will understand the basic concepts in organic chemistry which include chemical bonding in organic compounds, bond polarity, the concept of acids and bases, stereochemistry, chemical principles and reactivity of organic compounds (alkanes, alkenes, alkynes, halides). (ORGANIC CHEMISTRY CHEM 310)

2. (b) Students' success will be measured on a score of 80% or higher on each section related to the areas stated above on the comprehensive final in Chemistry 310.

3. (a) A graduate with a Chemistry major will understand the basic concepts in organic chemistry which include chemical principles and reactivity of organic compounds. (ORGANIC CHEMISTRY CHEM 311)

3. (b) Students' success will be measured on a score of 80% or higher on each section related to the areas stated above on the comprehensive final in Chemistry 311.

4. (a) Graduates will be able to execute the experiments and appropriately record and analyze the results. (CHEM 215 INORGANIC CHEMISTRY)

4. (b) Students will be assessed based on:

- (1) Experimental hypothesis/procedures, predicted and observed results presented in a clear manner, in the form of complete sentences.
- (2) Data representation and the theory behind the observed result
- (3) Conclusive statement: which includes a summary of the experiment, observed results, possible errors and what was learnt from the experiment.

Students' success will be measured on a score of 80% or higher on each section related to the areas stated above on the laboratory final in CHEM 215, conducted at the end of the semester

5. (a) Graduates will be able to access, understand and interpret scientific literature, design and execute original research. (SENIOR RESEARCH PROJECT)

5. (b) Students' success will be measured on a score of 80% or higher on the combined score of the senior research paper and presentation.

6. (a) A graduate with a chemistry major will understand and master

1. the general principles and application of thermodynamics, chemical equilibrium, chemical kinetics, and electrochemistry.
2. understand the energetics that drive chemical reactions.
3. solve problems competently by identifying the essential parts of a problem and formulating a strategy for solving the problem. (PHYSICAL CHEMISTRY CHEM 315)

6. (b) The students will receive a grade of 80% or higher on each section related to the areas mentioned above on the comprehensive final in CHEM 315.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program

Computer Science

A. Program Mission Statement

The mission of the Computer Science Program at Alderson Broaddus University is to provide our students with the highest quality education, striving to prepare them for successful careers as leaders in the computing and information technology industry who demonstrates sound technical abilities and strong moral and ethical values.

B. Program Student Learning Outcomes (a) and Program Student Learning Outcomes Assessment Method (b)

1. (a) Students will demonstrate technical proficiency in at least 1 programming language.

1.(b) Score of 70% or better on the final examinations in CSCI 110 and 120 and a score of 70% or better on programming projects in both courses.

2.(a) Students will demonstrate the ability to effectively solve challenging problems and design and implement software solutions using Algorithmic knowledge and Software Engineering best practices.

2.(b) Graduates will complete with a score of 70% or better an in-depth software development project from problem specifications to design and implementation as part of the Senior Design course sequence.

3.(a) Students will be familiar with advanced computer science topics and concepts of several specialized areas.

3.(b) Proficiency will be assessed through 70% of students scoring at least a 70% in all 3 senior level elective courses.

ALDERSON BROADDUS UNIVERSITY

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: A.A. Criminal Justice

A. Program Mission Statement

The Associate of Arts Degree in Criminal Justice can be used to prepare students who plan to pursue a career in criminal justice at the state and local level. The degree can also be used to transition students into the completion of a Bachelor of Arts Degree in Criminal Justice as a completion degree beyond the Associate.

1. (a) Graduates will discuss the application and significance of substantive and procedural criminal law.

1.(b) Student achievement of this outcome will be assessed by earning a passing final grade of at least 70% or higher on the CJUS 340 final exam essay questions.

2. (a) Graduates will examine current best practices and contemporary issues in the criminal justice system.

2.(b) Student achievement of this outcome will be assessed by completing the CJUS 380 field practicum hours.

3. (a) Graduates will be prepared to apply ethical decision-making skills in the practice of their chosen criminal justice professions.

3. (b) Student achievement of this outcome will be assessed by completing the CJUS 380 field practicum written journaling assignment.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Criminal Justice

A. Program Mission Statement

The criminal justice program's mission is to equip students to think critically about the causes and consequences of crime and deviance and about evolving issues in the field of criminal justice. The program strives to foster students' writing and verbal communication skills relative to the field, to promote information literacy, and to encourage insight into social justice issues in the context of the criminal justice system. It is the program's mission to properly prepare students to join the ranks of professionals working within the criminal justice system or to gain admission to social science and professional graduate programs.

B. Program Student Learning Outcomes (a)

And

Program student Learning Outcomes Assessment Method (b)

- 1 (a) Explain the basis of the law and the American legal system.
- 2 (b) Students will score 70% or higher on Section 1 of the senior assessment exam.

2. (a) Evaluate ethical concerns relevant to the application of justice in society.
2. (b) Students will score 70% or higher on Section 2 of the senior assessment exam.
Students will receive an average of 4 out of 5 on their internship evaluations.

- 3 (a) Articulate the differences between the major criminological theories.
- 3 (b) Students will score 70% or higher on Section 3 of the senior assessment exam.
Students will receive an average of 4 out of 5 on their internship evaluations.

- 4 (a) Analyze legal concepts and procedures to make rational decisions.
- (b) Students will score 70% or higher on Section 4 of the senior assessment exam.
Students will receive an average of 4 out of 5 on their internship evaluations.

- 5.(a) Describe current issues and controversies in the criminal justice system and consider possible solutions.
- (b) Students will score 70% or higher on Section 5 of the senior assessment exam.
Students will receive an average of 4 out of 5 on their internship evaluations.

ALDERSON BROADDUS UNIVERSITY
PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Associate of Science in Cybersecurity

A. Program Mission Statement

The mission of the cybersecurity program is to educate and train future leaders of cybersecurity and privacy in academia, government, and industry. The cybersecurity program will assist students in the use of technical, administrative, and physical controls to improve the security posture of an organization. The program is supported by courses that focus on strategic development and application of information systems and infrastructure, policies to provide improved management of information resources and technology, and better, more efficient services.

B. (a) Program Student Learning Outcome

And

(b) Program Student Learning Outcome Assessment Method

1. (a) The student will apply knowledge of cybersecurity to protect against attackers and malicious activities.

1. (b) Students will demonstrate technical proficiency by obtaining a score of 80% or better on their final milestone writing assignment within CSEC 211.

2. (a) The student will analyze the basic cyber security principles and their impact on security posture.

2. (b) Students will demonstrate technical proficiency by obtaining a score of 80% or better on their portfolio assignment in CSEC 111.

3. (a) The student will recommend cybersecurity solutions that will support organizational objectives.

3. (b) Students will demonstrate technical proficiency by obtaining a score of 80% or better on their lab assessment in CSEC 221.

ALDERSON BROADDUS UNIVERSITY
PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Bachelor of Science in Cybersecurity

A. Program Mission Statement

The mission of the cybersecurity program is to educate and train future leaders of cybersecurity and privacy in academia, government, and industry. The cybersecurity program will assist students in the use of technical, administrative, and physical controls to improve the security posture of an organization. The program is supported by courses that focus on strategic development and application of information systems and infrastructure, policies to provide improved management of information resources and technology, and better, more efficient services.

B. (a) Program Student Learning Outcome

And

(b) Program Student Learning Outcome Assessment Method

1. (a) The student will apply computer security methods, to protect against simulated network attacks and malicious activities.

1. (b) Students will demonstrate technical proficiency by obtaining a score of 80% or better on their final milestone writing assignment within CSEC 351.

2. (a) The student will analyze security process and system vulnerabilities to identify and evaluate cyber threats and risks.

2. (b) Students will demonstrate technical proficiency by obtaining a score of 80% or better on their portfolio assignment in CSEC 451.

3. (a) The student will evaluate current security risks to an organizations security posture and implement changes to improve their security posture.

3. (b) Students will demonstrate technical proficiency by obtaining a score of 80% or better on their lab assessment in CSEC 411.

4. (a) The student will implement advanced cybersecurity techniques in the fields of cyber security management.

4. (b) Students will demonstrate technical proficiency by obtaining a score of 80% or better on their midterm project in CSEC 406.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program – Elementary Education

A. Program Mission Statement

The mission of the Alderson Broaddus University Teacher Education Preparation Program is to provide a student-centered culture in which learning focuses on preparing teacher candidates to perform well with a thorough understanding of content knowledge, thoughtful pedagogy, and sensitive dispositions.

B. Program Student Learning Outcomes (a) and Program Student Learning Outcomes Assessment Method (b)

1. (a) Critical Thinking - The informed beginning teacher understands the content area subject matter and synthesizes knowledge, facts, and understanding from a variety of disciplines in planning and providing meaningful learning experiences.

1.(b) Critical thinking will be assessed using the tools in place in EDUC 485, 490, and 495 including the Student Teacher Observation Tool (STOT), supervisor observational forms, West Virginia Teacher Performance Assessment (WVTPA), and the exit interviews along with the required Praxis tests.

2.(a) Communication - The informed beginning teacher uses effective verbal, non-verbal and media communications in relations with students, colleagues, parents, administrators and other education stakeholders.

2.(b) Communication will be assessed using the tools in place in EDUC 485, 490, and 495, including the STOT, supervisor evaluation forms, evaluations from mentor teachers, the Efolio, and the exit interview.

3.(a) Ethics - The sensitive teacher applies ethical standards, legal responsibilities and a values structure to decision-making and action in the classroom.

3.(b) Ethics will be assessed using the tools in place in EDUC 485, 490, and 495, including The STOT, evaluations from mentor teachers, the Efolio, and the exit interview.

4.(a) Diversity - The informed teacher recognizes individual differences, is sensitive regarding diversity within the classroom and in the community, shows respect for the varied talents of all learners, and works to help all people develop as confident learners.

4.(b) An acceptable understanding of diversity will be assessed using the tools in place in EDUC 220, 260, and 490 including the Diversity assessment, the STOT, evaluations from mentor teachers, the Efolio, and the exit interview.

5.(a) Civic Engagement - The effective teacher engages with students, parents, colleagues, and other school and community stakeholders to support student learning.

5.(b) Civic engagement will be assessed using the tools in place in EDUC 485, 490, and 495 including the STOT, evaluations from mentor teachers, the Efolio, and the exit interviews.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Environmental Science

A. Program Mission Statement

The mission of the Environmental Science Program at Alderson Broaddus University is to prepare students for successful careers in Environmental Science by developing their comprehension of the basic principles of related disciplines and application of skillsets within the Environmental Science field. Environmental Science graduates will be able to apply the scientific method to a technical problem and communicate their analysis in an oral presentation and written manuscript.

B. Program Student Learning Outcomes (a) and Program Student Learning Outcomes Assessment Method (b)

1(a) Graduates will comprehend and apply theoretical and practical aspects of professional Environmental Science disciplines.

1(b) Graduates will demonstrate the ability to successfully complete the National Registry of Environmental Professionals certification program, or pass the membership for the Academy of Board Certified Environmental Professionals.

2(a) Graduates will design and conduct research appropriate to their chosen field.

2(b) Students will complete an independent research project conduct a professional internship in which they must produce a finished product that can be presented during the Research Symposium.

3(a) Graduates will demonstrate awareness to cultural and historical aspects of environmental issues and application of appropriate laws and regulations.

3(b) Students will produce projects as part of course curriculum involving community relations with specific environmental tasks or goals.

ALDERSON BROADDUS UNIVERSITY
PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Exercise Science

A. Program Mission Statement

The Exercise Science Program prepares students to demonstrate basic principles of natural and health sciences, identify appropriate research methodology to interpret evidence-based research, and formulate decisions based on a respect and appreciation for diversity. The program also incorporates a comprehensive liberal arts education aimed at promoting better personal, social, spiritual, cultural, and mental adjustments.

The Program is committed to an ongoing self-evaluation to ensure our students receive the highest quality education possible.

B. (a) Program Student Learning Outcome

And

(b) Program Student Learning Outcome Assessment Method

1. (a) Students will formulate research questions utilizing the PICO model.

1. (b) 75% of students will earn a score of 4 out of 5 on the PICO Rubric in EXSC 420 EBP Research in Exercise Science

2. (a) Students will critically appraise evidence-based research within their chosen profession.

2. (b) 75% of students will score an 80 out of 100 on the Implementation and Evaluation in EBP test (chapter 11) in EXSC 420 EBP Research in Exercise Science

3. (a) Students will apply scientific evidence to implement safe and effective clinical practices.

3. (b) 75% of students will score a 4 out of 5 on an electronic portfolio that includes reflections, academic artifacts, personalizations and connections. Maintaining an ePortfolio is a requirement of the program.

ALDERSON BROADDUS UNIVERSITY
PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Doctor of Information Technology

A. Program Mission Statement

The mission of the Information Technology Ph.D. program is to provide students with the skills and knowledge necessary to select, develop, apply, integrate, and administer secure computing technologies to enable users to accomplish their personal, organizational, and societal goals. Students will conduct primary research on contemporary information technology related subjects.

B. (a) Program Student Learning Outcome

And

(b) Program Student Learning Outcome Assessment Method

1. (a) Integrate knowledge acquired from information technology to make well-reasoned decisions in diverse situations.

1. (b) The student shall receive a score of 85% or higher on the final paper in *INTC 708 Information Policy and Ethics*.

2. (a) Analyze the leadership theories, styles, and traits necessary to successfully realize information technology goals and maximize organizational performance.

2. (b) Student shall receive a score of 85% or higher on the case study project in *LEAD 730 Leadership and Communication*.

3. (a) Evaluate the ethical and societal implications of information technology decisions in a global context.

3. (b) The student shall receive a score 85% or higher on the final research paper in *INTC 708 Information Policy and Ethics*.

4. (a) Create academic papers and presentations to communicate results of original research.

4. (b) The student shall complete and successfully defend their dissertation.

5. (a) Design and conduct original research to assist in identifying and analyzing contemporary issues in information technology.

5. (b) The student shall complete and successfully defend their dissertation.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: **Health Care Management**

A. Program Mission Statement

The mission of the health care management program is to provide health care workers the necessary skills in operation of an allied health facility.

- B. Program Student Learning Outcomes (a)
And
Program student Learning Outcomes Assessment Method (b)

1. (a) Develop and communicate policies that inform and guide operations to reduce risk and promote ethical practices.

(b) Students must achieve a score of 75 percent on both the multiple choice and short answer components of the BUSI-250 Business Ethics final exam.

2. (a) Explain and compare the organizational elements, structure, performance, terminology, and delivery modalities for U.S. and global healthcare systems.

(b) Students must achieve an average score of 75 percent on the final exam in BUSI 170

3. (a) Analyze the components of strategic HRM planning addressing effective employment practices and employee development systems enhancing job performance and leadership skills.

(b) Students must earn at least 150 of the 200 points on the grading rubric for the term paper assignment in BUSI 235 Human Resources Management.

4. Office Management Track

(a) Understand the nature and formation of contracts.

(b) Students must earn 80% on the contract exam.

4. Marketing Track

(a) Employ strategic marketing skills, including scenario planning, market intelligence, customer profiles, marketing plans, and competitive analysis, to respond to organizational marketing challenges.

(b) Students must achieve a score of 75 percent or higher on the comprehensive marketing research plan and presentation in BUSI 345 Marketing Research.

ALDERSON BROADDUS UNIVERSITY

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: A.A. History

A. Program Mission Statement

The mission of the Associates of Arts degree in History at Alderson Broaddus University is to prepare those who wish to pursue a future Bachelors of Arts degree in history or Social Studies Secondary Education, or to develop problem solving and critical thinking skills that

**B. (a) Program Student Learning Outcomes
(b) Outcome Assessment Method**

1. (a) Graduates will recall significant events in world history.

1. (b) Students must attain a minimum score of 70% on the comprehensive final exam in either HIST160.

2. (a) Graduates will identify significant events in US history.

2. (b) Students must attain a minimum score of 70% on the comprehensive final exam in either HIST210.

3. (a) Graduates will explain the methods used by historians to interpret historical events.

3. (b) Using the totality of their history courses as a basis, students must attain a minimum score of 85% on a program reflection paper.

ALDERSON BROADDUS UNIVERSITY

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: A.A. Human Services

A. Program Mission Statement

The mission of the Associates of Arts degree in Human Services at Alderson Broaddus University is to prepare those who wish to work in the field of human services to improve the lives of those who need their skills the most.

1. (a) Graduates will describe how human service professionals respond to a wide range of societal problems through knowledge of human behavior and the social environment.

1.(b) Student achievement of this outcome will be assessed by earning a minimum grade of 75% or higher on the essay exam portion of the PSYC 230 final exam.

2. (a) Graduates will examine policy practice to advance social and economic well-being and to deliver effective human services work.

2.(b) Student achievement of this outcome will be assessed by earning a minimum grade of 75% or higher on the essay exam portion of the SOCI 240 final exam.

3. (a) Graduates will examine knowledge of current best practices that prepare families to be competent, independent learners and contributors to a global diverse society.

3. (b) Student achievement of this outcome will be assessed by earning a minimum grade of 75% or higher on the SOCI 210 Family Autobiography final course project assignment.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Executive MS in Information Technology Administration

This program will instruct students in the interpretation of critical data to help businesses make smart, informed business decisions. The program is designed to meet the aggressive demand for qualified data scientists in every sector of the economy.

Program Student Learning Outcomes (a)

and

Program student Learning Outcomes Assessment Method (b)

1. (a) Perform research identifying and analyzing technological challenges.

(b) Students will average score of 3 or better on the Research Assessment Rubric for the case project in ITAD 531.

2. (a) Develop and apply solutions that achieve strategic and tactical IT-business alignment.

(b) Students will average a score of 3 or better on the Research Assessment Rubric for the term paper in ITAD 630.

3. (a) Address complex technical questions and challenge established knowledge and practices in the field.

(b) Students will average a cumulative score of 3 or better on the role play exercise in ITAD 631.

4. (a) Recommend IT strategies that support enterprise mission and objectives.

(b) Students will average of 3 or better on that Research Assessment Rubric for the term paper in ITAD 630.

5. (a) Demonstrate IT leadership skills at the team and enterprise levels following tenets of professional, social, and ethical responsibility.

(b) Students will average a score of 3 or better on the Research Assessment Rubric for the term paper in ITAD 630.

ALDERSON BROADDUS UNIVERSITY
PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Integrated Marketing Communication

A. Program Mission Statement

Students become proficient in a wide range of public relations and marketing applications and activities, including providing appropriate counsel, conducting research, writing and producing news releases, speeches and newsletters, using social media and planning events.

B. (a) Program Student Learning Outcome

And

(b) Program Student Learning Outcome Assessment Method

1. (a) The student will demonstrate knowledge of various mass media, legal, and ethical concerns, such as libel, slander, intellectual property, performance rights, first amendment rights, protection of sources, and various FCC regulations.

1. (b) The student will attain an aggregate score of 75% or greater on all exams in COMM 355.

2. (a) The student will be able to write clearly and accurately, demonstrate proficiency in grammar and style, and prepare messages for different audiences, media, and platforms.

2. (b) The Student will receive passing grades on AP (Associated Press) style quizzes in COMM 175 (Media Writing) and journalism practicum (qualitative evaluation of Battler Columns articles).

3. (a) The student will demonstrate knowledge of the theory and practice of the public relations field, including range of tasks, responsibilities, jobs, tactics and skills practiced in the field; history of the field; ethical issues; and the public relations process (research, planning, communication, and evaluation).

3. (b) The student will receive passing grades on Mid-term and final in COMM 185 (Principles of Public Relations).

4. (a) Apply marketing knowledge and skills to meet organizational goals through analytic and managerial techniques.

(b) Students must achieve a score of 75 percent on both the multiple choice and essay components of the BUSI 435 Marketing Management final exam.

5. (a) Employ strategic marketing skills, including scenario planning, market intelligence, customer profiles, marketing plans, and competitive analysis, to respond to organizational marketing challenges.

(b) Students must achieve an average score of 80 percent on the 5 milestones in the Harvard Case Study completed over the course of the term in BUSI-345 Marketing Research.

ALDERSON BROADDUS UNIVERSITY
PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Integrated Marketing Communication - Extended Learning

A. Program Mission Statement

Students become proficient in a wide range of public relations and marketing applications and activities, including providing appropriate counsel, conducting research, writing and producing news releases, speeches and newsletters, using social media and planning events.

B. (a) Program Student Learning Outcome

And

(b) Program Student Learning Outcome Assessment Method

1. (a) The student will demonstrate knowledge of various mass media, legal, and ethical concerns, such as libel, slander, intellectual property, performance rights, first amendment rights, protection of sources, and various FCC regulations.

1. (b) The student will attain an aggregate score of 75% or greater on all exams in COMM 355.

2. (a) The student will be able to write clearly and accurately, demonstrate proficiency in grammar and style, and prepare messages for different audiences, media, and platforms.

2. (b) The Student will receive passing grades on AP (Associated Press) style quizzes in COMM 175 (Media Writing) and journalism practicum (qualitative evaluation of Battler Columns articles).

3. (a) The student will demonstrate knowledge of the theory and practice of the public relations field, including range of tasks, responsibilities, jobs, tactics and skills practiced in the field; history of the field; ethical issues; and the public relations process (research, planning, communication, and evaluation).

3. (b) The student will receive passing grades on Mid-term and final in COMM 185 (Principles of Public Relations).

4. (a) Apply marketing knowledge and skills to meet organizational goals through analytic and managerial techniques.

(b) Students must achieve a score of 75 percent on the BUSI 435 Marketing Management final exam.

5. (a) Employ strategic marketing skills, including scenario planning, market intelligence, customer profiles, marketing plans, and competitive analysis, to respond to organizational marketing challenges.

(b) Students must achieve an average score of 80 percent on the Marketing Plan assignment in BUSI-345 Marketing Research.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Interdisciplinary Studies Program BS

A. Program Mission Statement

The interdisciplinary studies program's mission is to equip students to think critically and ethically in a diverse society while exploring one or two broad curricular areas of study.

B. Program Student Learning Outcomes (a)

And

Program student Learning Outcomes Assessment Method (b)

Identify at least one assessment method for each

1. (a) Students develop critical thinking skills that would allow them to see the intellectual connections between disciplinary fields in their area of concentration.

1 (b) Students will achieve an aggregate score on 3.5 or higher on a critical thinking assignment in the IDST-490 Interdisciplinary Capstone course.

2. (a) Students develop an awareness of diverse peoples, cultures, and ideas through interdisciplinary learning.

2. (b) Students will achieve an aggregate score on 3.5 or higher on the diversity assignment in the IDST-490 Interdisciplinary Capstone course.

3 (a) • Students develop linkages between their interdisciplinary intellectual inquiries and their own ethical positions in terms of contemporary challenges facing individuals, communities, and societies.

3 (b) Students will achieve an aggregate score of 3.5 or higher on the ethics assignment in the IDST-490 Interdisciplinary Capstone course.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program

Journalism & Professional Writing

A. Program Mission Statement

The mission of the Journalism & Professional Writing at Alderson Broaddus University is to develop students who possess a strong liberal arts background, think critically, and are ethically informed to enable them to acquire meaningful communication careers.

B. Program Student Learning Outcomes (a) and Program Student Learning Outcomes Assessment Method (b)

1. (a) The student will be able to write clearly and accurately, demonstrate proficiency in grammar and style, and prepare messages for different audiences, media, and platforms.

1.(b) Score of 70% or better on AP (Associated Press) style quizzes in COMM 175 (Media Writing) and journalism practicum (qualitative evaluation of Battler Columns articles).

2.(a) Students will demonstrate knowledge of key elements of journalism, including accuracy, verification, writing for an audience, independence, and public service.

2.(b) Comparison of philosophical / theoretical understanding of key principles and application of those principles to a practical, written test. This is accomplished by comparing scores on (a) Essay on Personal Code of Conduct and (b) Final project (writing 3 news articles) in JOURN 200 - assessed by a rubric.

3.(a) The student will demonstrate knowledge of various mass media, legal, and ethical concerns, such as libel, slander, intellectual property, performance rights, first amendment rights, protection of sources, and various FCC regulations.

3.(b) The student will attain an aggregate score of 75% or greater on all exams in COMM 355.

4.(a) Students will have the skills to critically evaluate news stories; edit written material created for various audiences for grammar, style, and content; and design a basic layout for a newspaper or news website.

4.(b) Final design project in JOURN 210 in which students edit and design the layout for a 4-page newspaper.

5. (a) The student will demonstrate persuasive writing skills, focusing on adapting communication messages to audience self-interests.

5.(b) Creative Application Project in COMM 251 (Advertising).

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Legal Studies

A. Program Mission Statement

The Legal Studies program provides students with a multidisciplinary education necessary to be successful legal professionals. The program combines practical applications of law with underlying theory as a means of preparing graduates to contribute to the legal community and the advancement of justice.

- B. (a) Program Student Learning Outcomes
and
(b) Program student Learning Outcomes Assessment Method

1. (a) Graduates will explain the structures and functions of legal institutions in American society.

1. (b) Students will score 70% or higher on Section 1 of the senior exit exam.

2. (a) Graduates will analyze legal procedures and processes of the American legal system

2. (b) Students will score 70% or higher on Section 2 of the senior exit exam.

- 3. (a) Graduates will evaluate the legal and ethical principles and social factors that influence the administration of the American legal system.
- 3. (b) Students will score 70% or higher on Section 3 of the senior exit exam.

- 4. (a) Graduates will formulate and support arguments using primary and secondary research.
- 4. (b) Students will score 70% or higher on a significant research paper in a senior level seminar course.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: **Marketing**

A. Program Mission Statement

The mission of the business program is to provide a learning environment that actively engages students in the business community in developing knowledge, skills, and abilities relevant for the success in a dynamic, global economy.

B. Program Student Learning Outcomes (a) And Program student Learning Outcomes Assessment Method (b)

1. (a) Develop and communicate policies that inform and guide operations to reduce risk and promote ethical practices.

(b) Students must achieve a score of 75 percent on both the multiple choice and short answer components of the BUSI-250 Business Ethics final exam.

2. (a) Employ strategic marketing skills, including scenario planning, market intelligence, customer profiles, marketing plans, and competitive analysis, to respond to organizational marketing challenges.

(b) Students must achieve an average score of 80 percent on the 5 milestones in the Harvard Case Study completed over the course of the term in BUSI-345 Marketing Research.

3. (a) Apply marketing knowledge and skills to meet organizational goals through analytic and managerial techniques.

(b) Students must achieve a score of 75 percent on both the multiple choice and essay components of the BUSI 435 Marketing Management final exam.

4. (a) Employ critical thinking to evaluate qualitative and quantitative data, choose the alternative is most appropriate, and effectively communicate results.

(b) Final case analysis in BUSI 550 Strategic Management/Business Policy. Students need to achieve an average of 75 percent on the 5 components of the rubric on the final case analysis.

ALDERSON BROADDUS UNIVERSITY
PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Mass Communication

A. Program Mission Statement

The mission of the mass communication program at Alderson Broaddus University is to provide students the knowledge, skills, and preparation to succeed in a wide variety of media related careers.

B. (a) Program Student Learning Outcome

And

(b) Program Student Learning Outcome Assessment Method

1. (a) The student will demonstrate the ability to announce broadcast copy with a minimal number of errors.

1. (b) Students will demonstrate a 30% or greater reduction in announcing errors by the end of COMM220 with the reading of the same 60 second piece of broadcast copy that was read at the course's beginning.

2. (a) The student will demonstrate knowledge of various mass media legal and ethical concerns, such as libel, slander, intellectual property, performance rights, first amendment rights, protection of sources, and various FCC regulations.

2. (b) The student will attain a score of 75% or greater on the combined test grades in COMM355.

3. (a) The student will write, record, edit, and produce a short video feature that is acceptable for broadcast or promotional purposes.

3. (b) The student will attain an aggregate score of 4.00 or greater on a 5.00 rubric in COMM370.

4. (a) The student will be able to explain the impact of mass communication media upon American society as a whole.

4. (b) The student will attain a combined score of 680 or greater on fourteen 50 point assignments in COMM190 dealing with media's impact on social problems.

5. (a) The student will create a blog with a minimum of six pages that is promoted with a minimum of three social media channels.

5. (b) Students will attain a percentage of 85% for the final project in COMM350.

6. (a) The student will navigate a newspaper and be able to find and identify key sections, elements, stories, supplements, and advertisements.

6. (b) The student will attain a score of 150 or greater on a 200 point assignment in COMM155.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program - Mathematics

A. Program Mission Statement

The mission of the Math Department at Alderson Broaddus University is to encourage success in our students by providing high quality education as well as sound moral and ethical values that reflect our Christian background. Our goal is to graduate students with exceptional mathematical and logical thinking skills so that they will be able to have successful careers.

B. Program Student Learning Outcomes (a) and Program Student Learning Outcomes Assessment Method (b)

1. (a) Students will be knowledgeable of the mathematical concepts and theories of calculus, discrete mathematics, and abstract algebra.

1.(b) Students will receive passing grades on final examinations in Discrete Math, Advanced Calculus, Linear Algebra, and Algebraic Structures.

2.(a) Students will demonstrate the ability to undertake independent work, develop new ideas, and solve problems using technology, statistics, and or/logical reasoning skills.

2.(b) Passing score on senior research project in Math 450.

3.(a) The graduate will obtain employment or be accepted into graduate school in a related Field.

3.(b) Graduate Survey

4.(a)

4.(b)

5.(a)

5.(b)

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program **Natural Resource Management**

A. Program Mission Statement

The Bachelor of Science in Natural Resources Management prepares students to plan, develop, manage, and evaluate programs to protect and regulate natural habitats and renewable natural resources.

B. Program Student Learning Outcomes (a) and Program Student Learning Outcomes Assessment Method (b)

1. (a) Graduates will synthesize knowledge of Ecology, Geographic Information Systems (GIS) and regulatory requirements of natural resource industries.

1.(b) Graduates will need to achieve a score of at least 80% on each section related to the knowledge bases in the subjects above on a comprehensive examination conducted during the last semester of their degree completion program.

2.(a) Graduates will apply acquired knowledge to a professional-level experience.

2.(b) Graduates will either achieve an aggregate score of 4 out of 5 on a Likert Scale evaluated by a Business Internship Supervisor or receive a grade of C or better on their Senior Research Project.

3.(a) Graduates will demonstrate the ability to implement basic business practices in the areas of management and economics.

3.(b) Graduates will need to achieve a score of at least 80% on each section related to the knowledge bases in the subject matter described above on a comprehensive examination conducted during the last semester of their degree completion program.

PROGRAM LEARNING OUTCOME WORKSHEET

Name of Program: Nursing

A. Program Mission Statement

The School of Nursing (SON) seeks to provide an educational environment that encourages students to regard professional nursing as a service to humanity, respect scholarly endeavor, become responsible citizens, and apply moral and ethical integrity to every phase of life.

B. (a) Program Learning Outcomes

And

(b) Program Learning Outcomes Assessment Method

1. (a) Nursing graduates will perform at or above the national mean on the NCLEX.

1. (b) NCLEX program reports provided by Mountain Measures will be used to assess scores of the graduates.

2. (a) 70% of nursing graduates will be employed in a position requiring an RN license within 9 months after passing the NCLEX.

2. (b) Graduate surveys are used to determine employment rates.

3. (a) 70% of students will complete the nursing program within 150% of the length of the program from the beginning of the first nursing course.

3. (b) Each student is tracked on a yearly basis by the university to determine progress to completion.

4. (a) 90% of graduates will rate their satisfaction with the program and the university at a 3 or greater on a 5 point Likert scale.

4. (b) End of program surveys are used to determine responses from senior students prior to graduation.

5. (a) 90% of employers of SON graduates will rate satisfaction at a 3 or greater on a 5 point Likert scale.

5. (b) Employer surveys are sent to employers of SON graduates 6-9 months after graduation to determine satisfaction rates of graduates.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program – Physical Education

A. Program Mission Statement

The mission of the Alderson Broaddus University Teacher Education Preparation Program is to provide a student-centered culture in which learning focuses on preparing teacher candidates to perform well with a thorough understanding of content knowledge, thoughtful pedagogy, and sensitive dispositions.

B. Program Student Learning Outcomes (a) and Program Student Learning Outcomes Assessment Method (b)

1. (a) Critical Thinking - The informed beginning teacher understands the content area subject matter and synthesize knowledge , facts, and understanding from a variety of disciplines in planning and providing meaningful learning experiences.

1.(b) Critical thinking will be assessed using the tools in place in EDUC 500 and 550, including the Performance Assessment Instrument, evaluations from cooperating host teachers, and the exit interview.

2.(a) Communication - The informed beginning teacher uses effective verbal, non-verbal and media communications in relations with students, colleagues, parents, administrators

and other education stakeholders.

2.(b) Communication will be assessed using the tools in place in EDUC 500 and EDUC 550, including the Performance Assessment Instrument, evaluations from host teachers, and the exit interview.

3.(a) Ethics - The sensitive teacher applies ethical standards, legal responsibilities and a values structure to decision-making and action in the classroom.

2.(b) Ethics will be assessed using the tools in place in EDUC 500 and 550, including the Performance Assessment Instrument, evaluations from host teachers, and the exit interview.

4.(a) Diversity - The informed teacher recognizes individual difference, is sensitive regarding diversity within the classroom and in the community, shows respect for the varied talents of all learners, and works to help all people develop as confident learners.

4.(b) An acceptable understanding of diversity will be assessed using the tools in place in EDUC 500 and EDUC 550, including the Performance Assessment Instrument, evaluations from host teachers, and the exit interview.

5.(a) Civic Engagement - The effective teacher engages with students, parents, colleagues, and other school and community stakeholders to support student learning.

5.(b) Civic engagement will be assessed using the tools in place in EDUC 500 and EDUC 550 including the Performance Assessment Instrument, evaluations from host teachers, and the exit interview.

ALDERSON BROADDUS UNIVERSITY
PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Professional Leadership

A. Program Mission Statement

Designed for adult learners, the Bachelor of Science in Professional Leadership equips students with key organizational leadership abilities needed to be an effective manager or leader including how to motivate others, build teams, and successfully implement organizational change.

B. (a) Program Student Learning Outcome

And

(b) Program Student Learning Outcome Assessment Method

1. (a). Describe management, authority, and power and their roles in meeting the needs of an organization.

1. (b). Student will achieve a minimum score of 75% on take home exam in LEAD 310

2. (a). Create a practical, personal definition and philosophy of leadership.

2. (b). Student will achieve a minimum of 80% on the reflection paper in LEAD 315.

3. (a). Examine the interpersonal relationship between two fictional characters that belong to the same organization.

3. (b). Student will achieve a minimum of 80% on the relationship paper in LEAD 320.

4. (a). Articulate skills necessary to be an effective team leader and member.

4. (b). Student will achieve a minimum total score of 160 on the eight discussion questions in LEAD 336.

5. (a) Assess an organization based on various aspects of leadership.

5. (b) Student will achieve a minimum score of 80% on the capstone project in LEAD 416.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program - Psychology

A. Program Mission Statement

The mission of the psychology program at Alderson Broaddus University is to influence the thinking and behavior of the students involved in this program so that they will be able to understand the causes and effects of the behavior of individuals and groups in society; critically evaluate claims made about behavior by others; and apply their knowledge and skills to help solve behavioral problems in a caring and ethical manner.

**B. Program Student Learning Outcomes (a)
and
Program Student Learning Outcomes Assessment Method (b)**

1. (a) Graduates will demonstrate their understanding of psychological terms and achieve fluency in the language of the discipline; demonstrate their understanding of the major theories and concepts, and the current body of knowledge of the major subfields of psychology; and demonstrate their understanding of the ethical standards of those professions that are based upon a scientific study of behavior.
- 1.(b) Student achievement of this outcome will be measured through the performance on the ETS Major Field Test.

- 2.(a) Graduates will complete a psychological research project in the capstone course to demonstrate basic research methods in psychology, with sensitivity to ethical principles and the application of theory.
- 2.(b) Assessment of behaviors related to psychological research: critiquing research assessed through grading rubrics for critiques in classes; remaining behaviors associated with research assessed through the grading rubric for the senior capstone individual research project.
- 3.(a) Graduates will be able to understand the complexity of sociocultural diversity and societal inequality in the inquiry and analysis of psychological issues and demonstrate effective communication skills following professional conventions in psychology appropriate to purpose and context.
- 3.(b) Student achievement of this outcome will be assessed by passing courses within the program. Assessment will also be measured by using internship evaluation forms completed by the student's internship supervisor(s) and the student.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Public Administration

A. Program Mission Statement

The public administration program's mission is to prepare students for roles in public, nonprofit, and governmental, and health care organizations. The program will equip students with skills targeted for these fields included public policy analysis, research methods, communication, management, and ethics.

B. Program Student Learning Outcomes (a)

And

Program student Learning Outcomes Assessment Method (b)

- 1 (a) Understand the basic concepts of American democracy and public administration.
- 2 (b) Students will score 80% or higher on a significant research assignment in PADM 495 Senior Seminar.

2. (a) Develop a public policy response to a “real world” social or economic problem.
2. (b) Students will score 80% or higher on significant research assignment in PADM 495 Senior Seminar.

3 (a) Demonstrate knowledge of the core mechanisms of public administration including the organization and management of human and financial resources.

3 (b) Students will receive an average of 4 out of 5 on their internship evaluations.

4 (a)

5. (a)

ALDERSON BROADDUS UNIVERSITY
PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Public Relations

A. Program Mission Statement

Students become proficient in a wide range of applications and activities, including providing appropriate public relations counsel, writing and producing news releases, speeches and newsletters, using social media and planning events.

B. (a) Program Student Learning Outcome

And

(b) Program Student Learning Outcome Assessment Method

1. (a) The student will demonstrate knowledge of various mass media, legal, and ethical concerns, such as libel, slander, intellectual property, performance rights, first amendment rights, protection of sources, and various FCC regulations.

1. (b) The student will attain an aggregate score of 75% or greater on all exams in COMM 355.

2. (a) The student will be able to write clearly and accurately, demonstrate proficiency in grammar and style, and prepare messages for different audiences, media, and platforms.

2. (b) The Student will receive passing grades on AP (Associated Press) style quizzes in COMM 175 (Media Writing) and journalism practicum (qualitative evaluation of Battler Columns articles).

3. (a) The student will demonstrate knowledge of the theory and practice of the public relations field, including range of tasks, responsibilities, jobs, tactics and skills practiced in the field; history of the field; ethical issues; and the public relations process (research, planning, communication, and evaluation).

3. (b) The student will receive passing grades on Mid-term and final in COMM 185 (Principles of Public Relations).

4. (a) Students will have the skills to critically evaluate news stories; edit written material created for various audiences for grammar, style, and content; and design a basic layout for a newspaper or news website.

4. (b) Passing grade on final design project in JOURN 210 in which students edit and design the layout for a 4-page newspaper.

5. (a) Students will demonstrate knowledge of key elements of journalism, including accuracy, verification, writing for an audience, independence, and public service.

5. (b) Comparison of philosophical / theoretical understanding of key principles and application of those principles to a practical, written test. This is accomplished by comparing scores on (a) Essay on Personal Code of Conduct and (b) Final project (writing 3 news articles) in JOURN 200 - assessed by a rubric.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program **Religion & Philosophy**

A. Program Mission Statement

The mission of the Religion & Philosophy program is to teach students to think and to write clearly; to read carefully and critically; to reason effectively and systematically; and to reflect on major questions concerning religious and moral values.

**B. Program Student Learning Outcomes (a)
and
Program Student Learning Outcomes Assessment Method (b)**

1. (a) Students will develop their own theological perspective.

1.(b) Eighty percent of the students will achieve a minimum score of 85 on the theological perspective paper.

2.(a) Students will be able to apply inductive and deductive reasoning.

2. (b) Seventy percent of the students will score a minimum aggregate score of 320 on four classroom exams.

3.(a) Students will evaluate ethical dilemmas.

3.(b) Seventy percent of students will achieve a minimum score of 80% on the case study assignment.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program – Secondary Education Mathematics

A. Program Mission Statement

The mission of the Alderson Broaddus University Teacher Education Preparation Program is to provide a student-centered culture in which learning focuses on preparing teacher candidates to perform well with a thorough understanding of content knowledge, thoughtful pedagogy, and sensitive dispositions.

B. Program Student Learning Outcomes (a) and Program Student Learning Outcomes Assessment Method (b)

1. (a) Critical Thinking - The informed beginning teacher understands the content area subject matter and synthesize knowledge , facts, and understanding from a variety of disciplines in planning and providing meaningful learning experiences.

1.(b) Critical thinking will be assessed using the tools in place in EDUC 500 and 550, including the Performance Assessment Instrument, evaluations from cooperating host teachers, and the exit interview.

2.(a) Communication - The informed beginning teacher uses effective verbal, non-verbal and media communications in relations with students, colleagues, parents, administrators and other education stakeholders.

2.(b) Communication will be assessed using the tools in place in EDUC 500 and EDUC 550, including the Performance Assessment Instrument, evaluations from host teachers, and the exit interview.

3.(a) Ethics - The sensitive teacher applies ethical standards, legal responsibilities and a values structure to decision-making and action in the classroom.

2.(b) Ethics will be assessed using the tools in place in EDUC 500 and 550, including the Performance Assessment Instrument, evaluations from host teachers, and the exit interview.

4.(a) Diversity - The informed teacher recognizes individual difference, is sensitive regarding diversity within the classroom and in the community, shows respect for the varied talents of all learners, and works to help all people develop as confident learners.

4.(b) An acceptable understanding of diversity will be assessed using the tools in place in EDUC 500 and EDUC 550, including the Performance Assessment Instrument, evaluations from host teachers, and the exit interview.

5.(a) Civic Engagement - The effective teacher engages with students, parents, colleagues, and other school and community stakeholders to support student learning.

5.(b) Civic engagement will be assessed using the tools in place in EDUC 500 and EDUC 550 including the Performance Assessment Instrument, evaluations from host teachers, and the exit interview.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program – Secondary Education Social Studies

A. Program Mission Statement

The mission of the Alderson Broaddus University Teacher Education Preparation Program is to provide a student-centered culture in which learning focuses on preparing teacher candidates to perform well with a thorough understanding of content knowledge, thoughtful pedagogy, and sensitive dispositions.

B. Program Student Learning Outcomes (a) and Program Student Learning Outcomes Assessment Method (b)

1. (a) Critical Thinking - The informed beginning teacher understands the content area subject matter and synthesize knowledge , facts, and understanding from a variety of disciplines in planning and providing meaningful learning experiences.

1.(b) Critical thinking will be assessed using the tools in place in EDUC 500 and 550, including the Performance Assessment Instrument, evaluations from cooperating host teachers, and the exit interview.

2.(a) Communication - The informed beginning teacher uses effective verbal, non-verbal and media communications in relations with students, colleagues, parents, administrators and other education stakeholders.

2.(b) Communication will be assessed using the tools in place in EDUC 500 and EDUC 550, including the Performance Assessment Instrument, evaluations from host teachers, and the exit interview.

3.(a) Ethics - The sensitive teacher applies ethical standards, legal responsibilities and a values structure to decision-making and action in the classroom.

2.(b) Ethics will be assessed using the tools in place in EDUC 500 and 550, including the Performance Assessment Instrument, evaluations from host teachers, and the exit interview.

4.(a) Diversity - The informed teacher recognizes individual difference, is sensitive regarding diversity within the classroom and in the community, shows respect for the varied talents of all learners, and works to help all people develop as confident learners.

4.(b) An acceptable understanding of diversity will be assessed using the tools in place in EDUC 500 and EDUC 550, including the Performance Assessment Instrument, evaluations from host teachers, and the exit interview.

5.(a) Civic Engagement - The effective teacher engages with students, parents, colleagues, and other school and community stakeholders to support student learning.

5.(b) Civic engagement will be assessed using the tools in place in EDUC 500 and EDUC 550 including the Performance Assessment Instrument, evaluations from host teachers, and the exit interview.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Sport Management

A. Program Mission Statement

Integrating academic coursework and field experiences, the Sport Management Bachelors program at Alderson Broaddus University aims to prepare students for the growing fields in the sports industry. Discipline topics in management, marketing, governance, and theory challenge the students to understand the impact of sport and its function, in our global world. Program requirements include a business minor which emphasizes the importance of professionalism and economics of sport. Gaining a knowledge base of sport management topics and applying said knowledge prepares students for post-graduate studies, employment, and leadership in the field.

B. Program Student Learning Outcomes (a)

And

Program student Learning Outcomes Assessment Method (b)

- 1 (a) Prepare public relations, marketing, and advertising campaigns relating to sport management
1. (b) SPMT 210 Students will be assessed through four Social Media and Public Relations analyses of Major college and professional sport organizations. Students will be expected to earn an 80% on each of the analyses.
2. SPMT-260 Measured through a comprehensive group marketing plan completed in SPMT-330. Students must achieve an 80% (B) on the Marketing Plan, which includes both a paper and a presentation portion.

2. (a) Execute the characteristics consistent with leadership in sport organizations
2. (b) SPMT-320 Students will complete case studies to demonstrate their understanding of how organizations should behave in a variety of situations. It is expected students will earn an 80% on each case study
SPMT-350 Pre and Post Chapter Self-Assessments will be the method of assessment for Students should earn an 80% on the self-assessments which shows they understand what it takes to be quality leaders.
SPMT-485 The method of assessment for this outcome in SPMT-485 is the internship evaluation completed by the site supervisor.

3 (a) Recognize the impact of liability, ethics, federal and state laws in sport both on the field and behind closed doors.

3 (b) SPMT-305 Measured through the completion and presentation of 5 case studies. The measure of success for this outcome is the successful completion of 4 of the 5 case studies with correct answers demonstrating an understanding and application of the legal impact on sport.

SPMT-315 Students will be assessed using the NCAA Recruiting test as both a midterm and a final, with the expectation the final will have a better grade than the midterm.

4 (a) Demonstrate the skills imperative to running any athletic facility, including maintenance and renovations

(b) SPMT-240 Measured through a comprehensive end of semester project which requires the student to plan for a new facility on the AB campus from finding a location all the way to having the facility fully operational. Students must achieve an 80% on the Facility Planning project

5.(a) Develop event management techniques through service-learning initiatives and field experiences

(b) SPMT-400 This objective is assessed through a Recreational Program planning project which requires the students to plan out a recreational sporting event in which they must provide a service and make a profit. Students are expected to earn a minimum of an 80% on this project.

SPMT-485 The method of assessment for this objective is the portfolio submitted by each Sport Management intern at the conclusion of his or her time in SPMT-485, along with a comparison between the midterm and final evaluation. The method for assessing the portfolio is studying the interns' experience from the internship as a whole.

PROGRAM STUDENT LEARNING OUTCOME WORKSHEET

Name of Program: Surgical Technology AAS

A. Program Mission Statement

The Associate of Science in Surgical Technology provides students the necessary skill set to work as operating room surgical technologists. Combined with education provided by the West Virginia Department of Education's Adult Division, the completed associate degree provides graduates with a well-rounded education.

B. Program Student Learning Outcomes (a)

And

Program student Learning Outcomes Assessment Method (b)

1. (a) Students will attain licensure via Examination Review Committee for the Certified Surgical Technologist or have completed 900 hours in surgical technology instruction and practice.
(b) Students will achieve a passing score on the licensure exam or graduated from an accredited technical program.

1. (a) Students will articulate communication concerns in a health care setting.
(b) Students attain a score of 85 or above on the Health Care Professional Interview Assignment in COMM210.

1. (a) Students will identify the practices and beliefs of religions that impact patient care.
2. (b) Students will score 75% on the final exam in RELG285.