Assessment Plan Matrix for Masters of Science in Business

	Indirect Measures					Direct Measures
	BA 513	BA 514	BA 515	BA 516	BA 517	Option Capstone (FIN 553 or BA 577)
LO1: Analyze the impact of an enterprise on its various stakeholders.	B			B		D
LO2: Propose and collect data necessary to inform a discipline-based evaluation of a complex business challenge.		B	B	B	B	D
LO3: Apply critical thinking skills to a business challenge in the presence of uncertainty and ambiguity.	B	B	B		B	D
LO4: Organize and present in written and oral form a persuasive and comprehensive evaluation of a business challenge.	B					D

"B" denotes a course in which the assessment will occur and requires an overall course grade of "B" or higher to indirectly measure LO achievement. "D" denotes a course in which the LO will be directly assessed through the capstone project. Capstone projects will include direct assessments of each Program Level Learning Outcomes.