## College/ Department
College of Business /International Business and Marketing

### Program
BS, Business Administration /Marketing Management Option

### Have formal learning outcomes been developed?  Yes/No
Yes

### Where are these learning outcomes published?  (e.g., catalog, syllabi, other materials)
Learning outcomes are published on the Expanded Course Outlines (ECOs) on Curriculog and the Department Website. [http://www.cpp.edu/~cba/international-business-marketing/curriculum/index.shtml](http://www.cpp.edu/~cba/international-business-marketing/curriculum/index.shtml)

### Has a Curriculum Map been developed?  Yes/No
Yes

### Where is this curriculum map published?
The curriculum map is published on the Department Website. [http://www.cpp.edu/~cba/international-business-marketing/curriculum/index.shtml](http://www.cpp.edu/~cba/international-business-marketing/curriculum/index.shtml)

### What direct evidence/data are used to determine that graduates have achieved stated outcomes for the degree?
The College conducts on-going assessment of its business core classes to conform to AACSB accreditation requirements. Each Learning goal is assessed a minimum of twice for every 5 year cycle. Results are published internally at the ALCI Blackboard site in [https://blackboard.cpp.edu/webapps/blackboard/content/listContent.jsp?course_id=_36167_1&content_id=_234 T](https://blackboard.cpp.edu/webapps/blackboard/content/listContent.jsp?course_id=_36167_1&content_id=_234 T)

### What indirect evidence/data are used to determine that graduates have achieved stated outcomes for the degree?
Informal discussions/conversations with alumni and employers as they come to campus. Feedback from recruiters.

### Who interprets the evidence?  What is the process?
ALCI

### How are the findings used?
To make curriculum changes and improvements.