



Undergraduate Studies Academic Learning Compacts

Applied Science, B.A.S.

Discipline Specific Knowledge, Skills, Behavior and Values

1. Graduates of the program will demonstrate knowledge and skills of basic terminology, concepts, theories, in the discipline:
 - General management, opportunities and challenges facing managers in contemporary organizations.
 - General marketing, the foundations of marketing strategy, applications of marketing techniques, and the elements of a marketing plan.
2. Graduates will comprehend and distinguish between various ethical situations confronted in discipline specific environments.
3. Graduates will comprehend and distinguish global and cultural differences in global environments and practices, relative to domestic practices.
4. Graduates will apply appropriate information technologies, such as databases, operating systems, and project management appropriate to the discipline.

Critical Thinking

5. Graduates of the program will demonstrate satisfactory critical thinking skills by analyzing specified problems, applying proper logic, assessing the quality/validity of the data, and formulating valid conclusions based on their analyses.
6. Graduates will apply decision making skills to analyze discipline related problems.

Communication

7. Graduates will produce proficient written and oral communications related to discipline specific applications.
8. Graduates will demonstrate effective teamwork by collaborating in group settings to solve selected interdisciplinary problems.

Assessment of Interdisciplinary Studies B.A. /B.S. Outcomes

These outcomes will be assessed using a variety of assessment methods, including:

- tests
- research projects
- papers
- oral and written presentations
- portfolios
- presentation rubrics