College of Business and Communication
Note: All business degree programs have 4 identical PLOs followed by 2-3 additional PLOs specific to the program.

Accounting and Finance Department
Master of Accountancy
At the successful conclusion of this program, students will be able to:
1. Apply fundamental accounting, tax, auditing and ethical principles within structured and unstructured fact-based situations at a mastery level.
2. Employ a range of techniques to perform analysis, synthesize information and draw conclusions at a mastery level.
3. Demonstrate strong interpersonal skills and the ability to communicate effectively in quantitative and qualitative terms through writing and speaking at a mastery level.
4. Provide professional services in the local community through applied learning opportunities and community engagement.
5. Develop the ability to act in a way that will serve the public interest, honor the public trust and demonstrate an appreciation of professional responsibilities and ethical decision making in accounting and tax settings.

BS Accounting
At the successful conclusion of this program, students will be able to:
1. Outline accounting, tax, editing and ethical issues in structured and unstructured fact-based situations.
2. Analyze and interpret business information and render judgment based on that business information.
3. Develop and apply necessary business and accounting skills to exchange information within a meaningful context using appropriate delivery.
4. Support community engagement through collaboration and applied learning opportunities.
5. Integrate a commitment to ethical and professional service that honors the public trust.

BS Finance
At the successful conclusion of this program, students will be able to:
1. Evaluate real world business situations related to the core business functions of accounting, economics, finance, qualitative analysis, information systems, international business, legal and social environments, marketing & management.
2. Analyze real world business situations by identifying relevant business issues, performing appropriate quantitative and qualitative data analysis and synthesis, formulating viable courses of action.
3. Create and deliver professional quality oral presentations and written work products.
4. Analyze real world business situations by identifying relevant ethical issues, evaluating and synthesizing information, and formulating ethical courses of action.
5. Produce fundamental financial analysis of the publicly listed company, estimate a fair value of the company stock, and formulate their investment recommendation.
6. Perform financial analysis in the area of corporate finance, propose a managerial decision, and support the recommended course of action with quantitative and qualitative arguments.

**Business Department**

**BS Business Administration**

At the successful conclusion of this program, students will be able to:

1. Demonstrate a working level knowledge of core business functions in accounting, economics, finance, quantitative analysis, information systems, international business, legal & social environment, marketing, and management.
2. Analyze business situations by identifying relevant business issues, performing appropriate quantitative & qualitative data analysis & synthesis & propose viable courses of action.
3. Integrate quality oral and written communication standards in professional presentations.
4. Analyze a business situation by identifying relevant ethical issues, examining and synthesizing information, and designing ethical courses of action.
5. Define personal career goals and prepare for selected career(s) by experiencing professional applications in the curriculum and developing increased networks.

**BS Business Administration- Management Information Systems Emphasis**

1. Evaluate real world business situations related to the core business functions of accounting, economics, finance, qualitative analysis, information systems, international business, legal and social environments, marketing & management.
2. Analyze real world business situations by identifying relevant business issues, performing appropriate quantitative and qualitative data analysis and synthesis, formulating viable courses of action.
3. Create and deliver professional quality oral presentations.
4. Produce professional quality written work products.
5. Define personal career goals and prepare for selected career(s) by experiencing professional applications in the curriculum and developing increased networks.
6. Pass at least one industry certification that relates to the student’s career path.

**BS Information Systems & Analytics**

At the successful conclusion of this program, students will be able to:

1. Evaluate real world business situations related to the core business functions of accounting, economics, finance, qualitative analysis, information systems, international business, legal and social environments, marketing & management.
2. Create and deliver professional quality oral presentations.
3. Produce professional quality written work products.
4. Analyze real world business situations by identifying relevant ethical issues, evaluating and synthesizing information, and formulating ethical courses of action.
5. Define personal career goals and prepare for selected career(s) by experiencing professional applications in the curriculum and developing increased networks.
6. Analyze an unstructured business problem or opportunity and integrate current and emerging technology and/or processes that would facilitate a viable solution. Support the recommended course of action with quantitative and qualitative arguments.
7. Pass at least one industry certification that relates to the student’s career path.

**BA/BS Marketing**
At the successful conclusion of this program, students will be able to:
1. Evaluate real world business situations related to the core business functions of accounting, economics, finance, qualitative analysis, information systems, international business, legal and social environments, marketing & management.
2. Analyze real world business situations by identifying relevant business issues, performing appropriate quantitative and qualitative data analysis and synthesis, formulating viable courses of action.
3. Create and deliver professional quality oral presentations and written work products.
4. Analyze real world business situations by identifying relevant ethical issues, evaluating and synthesizing information, and formulating ethical courses of action.
5. Develop a marketing research study and prepare and present the findings.
6. Create a comprehensive integrated marketing plan for a new product introduction.

**Minor in Economics**
At the successful conclusion of this program, students will be able to:
1. Apply calculus and regression analysis to solve economic problems both for individual consumers and business firms.
2. Apply constrained optimization techniques to develop optimum solutions to business problems.
3. Analyze both economic and strategic constraints and how those impacts production and profitability of a business firm.
4. Demonstrate knowledge of macroeconomic concepts and issues including national income, economic growth, inflation, unemployment, the monetary system, international economics, the business cycle, monetary policy and fiscal policy.
5. Apply mathematical and graphical macroeconomic models to analyze the impact of various events and government policies on the national economy.

**Communication Studies Department**
**BS Communication Studies**
At the successful conclusion of this program, students will be able to:
1. Apply and demonstrate the importance of foundations and contributions of communication in both historical and contemporary contexts.
2. Identify and evaluate ethical communication in personal, professional, and societal contexts.
3. Illustrate how communication concepts and theories are used to understand communication behaviors in a variety of contexts, including small groups, organizations, interpersonal and professional relationships, and public discourse.
4. Synthesize and apply communication theory and skills to solve problems, manage personal and professional relationships, and overcome communication barriers.
5. Integrate critical reasoning into the formulation and delivery of effective and ethical personal, social, professional, and public oral and written messages for a variety of audience compositions in numerous contexts.
6. Analyze and critique messages from personal, social, professional, and public sources to determine message effectiveness, ethics, appropriateness, and strategies utilized by the message designer.
7. Apply effective and appropriate written and oral communication skills when exposed to intercultural settings, and cross-cultural environments to achieve a cultural sensitivity to diversity, as well as to navigate and overcome potential communication differences.

Media Studies Department
BS Media Studies
At the successful conclusion of this program, students will be able to:

1. Apply conceptual understanding of mediated communication theories from various traditions and practical understanding of media production, management and consumption with the theories.
2. Conduct academic research and construct academic arguments using established research methods.
3. Create and promote mediated messages in compliance with technical and aesthetic principles for a variety of purposes based on in-depth analysis of the audience and situation.
4. Evaluate media production and consumption by applying critical thinking, ethics, and problem-solving skills.
5. Conduct professional research to evaluate efficacy of mediated messages by integrating media analytics and metrics into qualitative and quantitative approaches.
6. Develop global and cross-cultural perspectives in evaluation of media production, promotion, and consumption.

College of Humanities and Social Science

English Department
BA/BS English
At the successful conclusion of this program, students will be able to:

1. Apply critical terms, theoretical concepts, and interpretative strategies in the study of the English language with its written and visual texts.
2. Identify and examine the ideologies and core cultural beliefs present in multiple genres, forms, and modes.
3. Analyze and evaluate texts, apply research methods, and produce scholarly, technical, and/or creative writing through varying collaborative activities.
4. Conduct advanced research and produce scholarly, technical, and/or creative writing for potential publication or formal presentation that exhibits sound rhetorical structure and source integration.
5. Prepare for employment by developing and demonstrating skills in critical thinking and sophistication in scholarly, technical, and/or creative writing.

History Department
BA/BS History
At the successful conclusion of this program, students will be able to:
1. Identify and describe key historical events, processes, and actors from a diverse array of times and places.
2. Investigate diverse forms of historical evidence and evaluate sources for their appropriateness and utility.
3. Create forms of written and oral presentation, using accepted professional methodologies, which clearly articulate historical interpretations.
4. Analyze and interpret historical evidence and key historiographical debates, distinguishing between causal and correlative factors in the historical process.
5. Develop skills and strategies for conveying historical knowledge, interpretations and methodologies to diverse audiences using a variety of delivery methods.

MA Technical Writing and Digital Rhetoric
At the successful conclusion of this program, students will be able to:
1. Rewrite technical language into user-friendly and inclusive language.
2. Create software user manuals, documentation, training materials, and supporting documentation for products.
3. Construct standardized content across platforms and media.
4. Produce technical artifacts through common software tools such as Dreamweaver, InDesign, Photoshop, Illustrator, HTML editors, PowerPoint, Word and Excel.
5. Integrate photographs, drawings, diagrams, animation, and charts to increase users' understanding of technical documents.
6. Devise audience-aware technical documents through research that demonstrate a strong command of grammar, syntax, diction, and writing conventions.
7. Employ critical terms, theoretical concepts, and interpretative strategies associated with the study of digital rhetoric and technical writing.

Humanities Department
BA Spanish
At the successful conclusion of this program, students will be able to:
1. Communicate in the presentational, interpersonal and interpretive modes at the advanced low level according to American Council on the Teaching of Foreign Languages.

2. Express themselves in the presentational, interpersonal and interpretive written modes of communication at the Advanced Mid-level according to American Council on the Teaching of Foreign Languages.

3. Analyze the relationship between the products, practices and perspectives of the Spanish culture.

4. Demonstrate analytic, interpretative and critical thinking skills with respect to texts from Latin America, and Spain.

**BA/BS Criminal Justice**
At the successful conclusion of this program, students will be able to:

1. Describe the major components of the Criminal Justice system and the fundamental processes that take place therein
2. Compare primary criminological theories and their respective causal arguments.
3. Apply correct criminological theory to address criminal behavior, crime trends, or criminal justice police/practice.
4. Differentiate basic methodological techniques employed in past and current criminological research.
5. Appraise research that illuminates the strengths and weaknesses of current criminal justice policy or research that attempts to reveal the causes of criminal behavior.
6. Apply appropriate research methods to analyze varying criminal behaviors or functions within the Criminal Justice system.

**Minor in NonProfit Management**
At the successful conclusion of this program, students will be able to:

1. Apply knowledge of cultural competency to inform and influence various constituencies.
2. Evaluate the unique characteristics of the nonprofit sector and its management including control and transparency in financial resources.
3. Develop a plan for a nonprofit organization that includes strategies for governance, leadership and advocacy as well as legal and ethical decision-making.
4. Demonstrate the ability to research career opportunities, apply and interview for a job, and plan for continued professional development.
5. Evaluate a human resource management plan that includes both volunteer and paid staff.
6. Demonstrate the importance of continuous improvement, emerging trends and innovations, and the critical role research plays in shaping best practices.

**ESL**
At the successful conclusion of this program, students will be able to:

1. Demonstrate comprehension of main ideas and supporting details and evaluate the strength of arguments in straightforward and clearly structured essays.
2. Demonstrate understanding of the main ideas and distinguish main ideas from supporting details when listening to authentic but lexically and structurally uncomplicated speech.

3. Communicate with native speakers of English on general topics related to the speaker and common topics affecting the local, national, and international community.

4. Produce clear and coherent responses to in-class or extended assignments on informal and formal topics, including narratives, descriptions, summaries, and simple arguments.

5. Demonstrate appropriate student behavior in American university classrooms including the ability to interact respectfully and constructively with other students and professors and do all classwork in an honest and ethical manner.

Psychology Department
BA/BS Psychology
At the successful conclusion of this program, students will be able to:

1. Differentiate and compare major concepts, theoretical perspectives, historical trends, and empirical findings within psychology, and discuss behavioral problems.

2. Use scientific reasoning to examine psychological phenomena; demonstrate psychology information literacy; engage in innovative and integrative thinking and problem solving; understanding and appropriately utilizing basic scientific methodology; and incorporate sociocultural factors in scientific inquiry.

3. Apply ethical standards to critique and evaluate psychological science and practice in the context of various communities.

4. Demonstrate competence in writing and in oral and interpersonal communication skills, including their ability to utilize research to compose original arguments/hypotheses, as well as to revise their writing.

5. Apply psychological principles to real world practical experience and show evidence of career preparation.

Minor in American Sign Language
At the successful conclusion of this program, students will be able to:

1. Demonstrate the ability to communicate in American Sign Language at an advanced level on a variety of subjects with native users of ASL.

2. Compare and contrast personal culture with Deaf culture in terms of cultural artifacts, behaviors and traditions.

3. Use American Sign Language to connect with other disciplines and acquire information.

4. Develop insight into the nature of language and culture specifically what processes and parameters define what constitutes a language and its accompanying cultural aspects.

5. Use American Sign Language to generate participation in communities at home and around the world.

6. Combine knowledge of spoken English and American Sign Language to create an effective interpretation between ASL/ENG by preserving the communicative intent and negotiating cultural and linguistic nuances.
BA/BS Applied Sociology
At the successful conclusion of this program, students will be able to:
1. Demonstrate competency in knowledge of key theories, ideas, institutions, and processes related to the study of sociology.
2. Demonstrate an ability to collect and compare appropriate forms of sociological evidence.
3. Produce written and oral presentations using accepted sociological professional methodologies.
4. Analyze and differentiate between causal and correlative data.

Library and Learning Services PLOs:
1. Develop critical thinking skills in the construction of new knowledge.
2. Analyze the attributes of information tailored for specific needs.
3. Evaluate and implement verbal and written communication skills.
4. Assess a variety of viewpoints across the spectrum of human diversity.