

**Business Technology  
Program and Core Objectives Summary  
April 2004**

<b>OBJECTIVE TYPE &amp; No.</b>	<b>OBJECTIVE DESCRIPTION</b>	<b>FORMATIVE ASSESSMENT</b>	<b>SUMMATIVE ASSESSMENT</b>
<b>Core 1</b>	Effectively communicate electronically, verbally, and in writing	70% or higher on essay portfolio in ENGL 1113 Freshman Comp I or persuasive speech in SPCH 1113 Speech	70% or higher on research paper in ENGL 1213 Freshman Comp II
<b>Core 2</b>	Demonstrate logical, systematic problem-solving techniques	70% or higher on complete set of coursework and exams in STAT 2013 Statistics	70% or higher on complete set of coursework and exams in a Life Science or Physical Science course such as BIOL 1114, BIOL 2104, BIOL 2114, BIOL 2124, CHEM 1314, CHEM 1515, GEOL 1014, PHYS 1114, PHYS 1204, or PHYS 1314
<b>Core 3</b>	Develop and display a sense of personal, social and professional ethics	70% or higher on Professional Interview/Code of Ethics Analysis during PHIL 1213 Ethics	70% or higher on complete set of coursework and exams at completion of PHIL 1213 Ethics
<b>Core 4</b>	Explain the cultural heritage and primary elements of the history and government of the U.S. and its people, especially as it impacts one's industry or field of study	70% or higher on complete set of coursework and exams in US History to 1865 HIST 1483 or US History from 1865 HIST 1493	70% or higher on complete set of coursework and exams in POLS 1113 US Government
<b>Core 5</b>	Access and use technology appropriate to one's industry or field of study	70% or higher on a comprehensive exam in GTBT 1133 Computer Literacy & Applications	70% or higher on a research paper, where proficiency in computer usage using word processing software is required, in ENGL 1213 Freshman Comp II
<b>Program 1</b>	Develop and display an understanding of economics in local, national, and foreign environments	70% or higher on "Current Economics Events" project in ECON 2203 Macro Economics	70% or higher on "Branch Office Development" project in ECON 2103 Micro Economics
<b>Program 2</b>	Take personal responsibility for education and career advancement	Completion of a self-reflection paper at beginning of sophomore year (criterion-referenced)	Positive placement upon graduation through graduate exit interview
<b>Program 3</b>	Prepare financial information according to generally accepted accounting practices (GAAP)	70% or higher on financial information project, using GAAP, in Financial accounting ACCT 2103	70% or higher on service merchandising and manufacturing project in Managerial Accounting ACCT 2203

Note: Formative assessment of Core Objectives #5 is conducted in IT.