

Business Administration – Electronic Commerce - Program Learning Outcomes

	Program Learning Outcomes	Student Learning Outcomes	Measure of Assessment and Criteria for Success
1.	Students will demonstrate the ability to create and administer an e-commerce web site.	<ul style="list-style-type: none"> • Students will demonstrate the ability to create web pages using web-editing software. • Students will demonstrate the ability to create web graphics using graphics-editing software. • Students will demonstrate the ability to create interactive web graphics. 	<ul style="list-style-type: none"> • 80% of completing students will score an average of at least 80% on the final Capstone Project.
2.	Students will demonstrate a basic understanding of electronic commerce business principles	<ul style="list-style-type: none"> • Students will demonstrate the ability to apply basic e-commerce principles to real world situations. • Students will demonstrate the ability to plan for small and medium e-commerce businesses. 	<ul style="list-style-type: none"> • 80% of completing students will score an average of a least 80% on the final grade in Introduction to Electronic Commerce. • 80% of completing students will score an average of at least 80% on the final grade for their e-commerce business plans.
3.	Students will demonstrate the ability to write effectively.	<ul style="list-style-type: none"> • Students will demonstrate the ability to write business correspondence – memo, letters, and reports using proper business formatting, Business English, and proper grammar and punctuation. 	<ul style="list-style-type: none"> • 80% of the second year students who complete the course will demonstrate technical proficiency in writing by making a final grade of 80% or better in Business Communication
4.	Students will demonstrate a basic understanding of business law and human resource management.	<ul style="list-style-type: none"> • Students will demonstrate the ability to apply basic business concepts to real world situations. • Students will demonstrate basic knowledge of human resource practices and principles as well as work place justice laws. 	<ul style="list-style-type: none"> • 80% of the students who will complete the course will score 80% or more on the final grade for Business Law. • 80% of the completing students will score 80% or better on the final human resources management project.
5.	Students will exhibit a basic understanding of key business concepts.	<ul style="list-style-type: none"> • Students will demonstrate the ability to use analytical skills as it relates to business decisions. 	<ul style="list-style-type: none"> • 80% of the students who complete the course will score 80% or more in the Introduction to Business course.