

Program Plans: Outcomes and Assessment Methods



Program (SSB) - MGMT - Business Sustainability (GCRT) - 490

Program Mission Statement: Oklahoma State University's Spears School of Business exists to prepare people to make a difference in the world by teaching essential interpersonal skills alongside a high-quality business education backed by impactful research and outreach.

Outcome: Sustainable Strategic Decision Making

This goal anticipates that students will be able to:

- Understand the basic national and international framework of sustainability issues;
- Differentiate between Sustainable Development as an International Goal, and Sustainability as a business prospect
- Identify when sustainability issues may exist in the business dynamic;
- Identify stakeholders and potential consequences to the stakeholders relating to sustainability, particularly with an eye towards supply chain issues;
- Understand Corporate Social Responsibility and its purposes;
- Differentiate greenwashing; and
- Be able to evaluate the veracity and efficacy of business sustainability systems.

Outcome Status: Active

Planned Assessment Year: 2019 - 2020

Start Date: 09/13/2019

Outcome Type: Knowledge

Outcome: Written Communication Skills

To determine whether students can communicate clearly, in writing, at a graduate level.

Outcome Status: Active

Planned Assessment Year: 2019 - 2020

Start Date: 09/13/2019

Outcome Type: Skills

Assessment Methods

Analysis of Written Artifacts - Two 15 page papers based on original research are required in course 5083. (Active)

* **Learning Outcome Goal/Benchmark:** Whether 80% of the students achieve a grade of B or higher on their writing projects.

Timeline for Assessment: Each year.