

**Major Field Assessment Plan**  
**B. A. Management**

The mission of Southeastern Louisiana University is to lead the educational, economic and cultural development of southeast Louisiana.

The mission of the Department of Management is to stimulate innovation in business and economic growth in southeast Louisiana by providing a degree program that prepares students for successful careers in organizational management and positions of leadership.

**Goal 1**

Prepare students for successful careers in organizational management.

A. Expected Outcome

Students will acquire a basic knowledge and understanding of organizational management.

Assessment

- a. The percent of students answering “Agree” or “Strongly Agree” on the Department of Management Senior Survey and the Addendum to the Southeastern Alumni Survey should be at least 61% indicating an acceptable outcome.
- b. The score on the Instructor’s Assessment of Senior Student Performance should at least be “Agree”

B. Expected Outcome

Students will develop an appreciation for contemporary challenges facing managers such as diversity in the workplace, the global economy, technological change, and ethics in managerial decision making.

Assessment

The percent of students answering “Agree” or “Strongly Agree” on the Computer Information Management, Entrepreneurship and Small Business Management, General Management, and Human Resource Management Concentration Surveys should be at least 61%.

C. Expected Outcome

Students will be able to demonstrate managerial competencies in planning, organizing, and controlling organizational resources in one of four concentrations.

Assessment

The percent of students answering “Agree” or “Strongly Agree” on the Computer Information Management, Entrepreneurship and Small Business Management, General Management, and Human Resource Management Concentration Surveys should be at least 61%.

D. Expected Outcome

Students will develop essential leadership skills such as interpersonal skills, oral and written communication skills, and problem-solving skills.

Assessment

- a. The percent of students answering “Agree” or “Strongly Agree” on the Department of Management Senior Survey and the Addendum to the Southeastern Alumni Survey should be at least 61% indicating an acceptable outcome.
- b. The score on the Instructor’s Assessment of Senior Student Performance should at least be “Agree”

E. Expected Outcome

Students will be able to apply technology for the purpose of organizational management and problem solving.

Assessment

- a. The percent of students answering “Agree” or “Strongly Agree” on the Department of Management Senior Survey and the Addendum to the Southeastern Alumni Survey should be at least 61% indicating an acceptable outcome.
- b. The score on the Instructor’s Assessment of Senior Student Performance should at least be “Agree”