



McCOY COLLEGE OF BUSINESS
TEXAS STATE UNIVERSITY

McCOY COLLEGE OF BUSINESS
UNDERGRADUATE
LEARNING GOALS AND ROTATION

Prepared by the McCoy College Assurance of Learning Committee:

Course Coordinator

Core Course

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|-----------------------|-----------|---|
| Dr. Rene Heredia | BA 1310 | Introduction to Business |
| Ms. Jennifer Krou | ISAN 1323 | Introduction to Microcomputer Applications |
| Dr. Chris Proschko | ACC 2361 | Introduction to Financial Accounting |
| Ms. Alex Hampshire | ACC 2362 | Introduction to Managerial Accounting |
| Dr. Francis Mendez | ANLY 2333 | Business Statistics |
| Dr. Dean Showalter | ECO 2314 | Principles of Microeconomics |
| Dr. Quazi Fidia Farah | ECO 2315 | Principles of Macroeconomics |
| Dr. Rene Heredia | BA 3110 | Professional Development I |
| Dr. Rene Heredia | BA 3120 | Professional Development II |
| Dr. Lindsay Ayers | BLAW 3301 | Legal Environment of Business |
| Dr. Vance Lesseig | FIN 3312 | Business Finance |
| Dr. Peiqin Zhang | ISAN 3380 | Enterprise Inf. Tech. and Bus. Intelligence |
| Dr. Kevin Lyman | MGT 3303 | Management of Organizations |
| Mr. Mark Evans | MGT 3353 | Bus. Comm. and Professional Development |
| Mr. Ken Murdock | MKT 3343 | Principles of Marketing |
| Dr. Corey Fox | MGT 4335 | Strategic Management and Business Policy |

Effective Date: Fall 2025

McCoy College Undergraduate Learning Goals

In professional organizations and situations, McCoy College graduates should be able to:

In business and professional organizations and situations, McCoy College graduates should be able to:

1. *Conceptualize a complex issue and express it in a coherent written or oral statement.* Graduates should understand the importance of effective communication. They should be able to develop well-written reports, memos, and letters; make effective oral presentations; explain and interpret findings and conclusions; justify conclusions or recommendations; and organize ideas into a coherent train of thought.
2. *Apply analytical thinking skills and use analytical tools to evaluate data, solve problems, and make sound decisions.* Graduates should be able to analyze data, information, problems, and ideas carefully and logically and from multiple perspectives. They may demonstrate these analytical thinking skills through their ability, in a variety of circumstances, to synthesize information and evaluate its logic, validity, and relevance; arrive at reasoned conclusions, make informed decisions, and solve challenging problems; and generate or explore new questions.
3. *Apply information technology skills to organizational problems and decisions.* Graduates should know how to use IT in their work environment; understand its impact in various organizational contexts; and apply IT skills to analyze problems, make data-informed decisions, and maintain data security.
4. *Understand ethical behavior in personal and business interactions.* Graduates should understand ethical concepts, recognize ethical dilemmas, and employ ethical reasoning in assessing how those dilemmas should be resolved.
5. *Comprehend the skills needed for effective teamwork in diverse settings.* Graduates should be able to work productively in groups to accomplish assigned or self-developed tasks and goals. They should appreciate diverse perspectives and different cultures.
6. *Understand how to conduct themselves in a manner appropriate for the business and professional world.* Graduates should understand how they are responsible for themselves and for the consequences of their choices, decisions, and actions. They should know how to act with a sense of personal accountability that reflects obligations toward co-workers, supervisors, customers, clients, the firm, the profession, and society.

Program-Level Goal Rotation Sequence

Two learning goals are measured in multiple courses using multiple methods every three years. This multi-method, multi-task approach also allows for the learning goal to be measured according to the appropriate level of Bloom's Taxonomy.

Goal 1 (Written & Oral) and Goal 5 (Teamwork & Group Dynamics) will be the focus of Academic years: 2020-2021, 2023-2024, 2026-2027, ...

Goal 2 (Analytical Thinking) and Goal 3 (Information Technology) will be the focus of Academic years: 2021-2022, 2024-2025, 2027-2028, ...

Goal 4 (Ethical Behavior) and Goal 6 (Professionalism) will be the focus of Academic years: 2022-2023, 2025-2026, 2028-2029, ...