

**Wake Forest School of Business**  
**Learning Outcomes - AY2013/14 & 2014/15**  
**Undergraduate Business Program**

	Academic Year 2014/2015		Academic Year 2013/2014	
	Meets or Exceeds Expectations	Fails to Meet Expectations	Meets or Exceeds Expectations	Fails to Meet Expectations
<b>Awareness of contemporary business issues</b>				
Students will demonstrate an understanding of diversity	87%	13%		
Students will demonstrate an understanding of global perspectives	96%	4%	Not Called for by Assurance of Learning Assessment Plan	
Students will demonstrate an understanding of general trends in organizational behavior	96%	4%		
<b>Holistic understanding of business conduct</b>				
When confronted with a business situation, students will develop solutions or recommendations that include mutually supportive activities in the value chain	Not Called for by Assurance of Learning Assessment Plan		90%	10%
When confronted with a business situation, students will develop solutions that include consideration of the types, roles and impacts of stakeholders			100%	0%
<b>Effective communicators</b>				
Students will demonstrate an ability to communicate effectively in oral formats	Not Called for by Assurance of Learning Assessment Plan		91%	9%
Students will demonstrate an ability to communicate effectively in written formats			91%	9%
<b>Effective decision makers</b>				
Students will demonstrate an ability to identify and critically evaluate alternative responses to business opportunities, threats and requirements	91%	9%	Not Called for by Assurance of Learning Assessment Plan	
Students will demonstrate an ability to effectively utilize appropriate quantitative skills	97%	3%		
Students will demonstrate an ability to locate and effectively utilize appropriate data, information and knowledge held in a variety of forms	95%	5%		
<b>Effective team members</b>				
Students will demonstrate an ability to work effectively with other members of a team	Not Called for by Assurance of Learning Assessment Plan		87%	13%
Students will demonstrate an ability to contribute meaningfully to team tasks and accomplishments			87%	13%
<b>Honor and integrity</b>				
Students will demonstrate an ability to identify ethical dilemmas and understand consequences of unethical behavior	95%	5%	Not Called for by Assurance of Learning Assessment Plan	