<table>
<thead>
<tr>
<th>Content/Discipline Knowledge Skills</th>
<th>Direct Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will identify the functions of financial markets and institutions and examine their impact on the level of interest rates and interest rate differentials.</td>
<td>Procedure: A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.</td>
</tr>
<tr>
<td>Investigate advanced time value of money concepts and extend these concepts to mortgage mathematics, commercial mathematics, and capital budgeting.</td>
<td>Sampling: Students majoring in Finance in the senior course, MAN 4720, Strategic Management.</td>
</tr>
<tr>
<td>Minimum Criteria for Success: Scores should be at least 70%</td>
<td>Procedure: A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.</td>
</tr>
</tbody>
</table>
### Sampling:
Students majoring in Finance in the senior course, MAN 4720, Strategic Management.

### Minimum Criteria for Success:
Scores should be at least 70%

### Procedure:
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

### Sampling:
Students majoring in Finance in the senior course, MAN 4720, Strategic Management.

### Minimum Criteria for Success:
Scores should be at least 70%

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### Sampling:
Students will explore the international integration of financial markets and analyze implications for financial managers.

### Procedure:
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

### Sampling:
Students majoring in Finance in the senior course, MAN 4720, Strategic Management.

### Minimum Criteria for Success:
Scores should be at least 70%

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### Sampling:
Students will examine the nature of the commercial banking business; ascertain the measures of bank return and risk performance and how they are applied to bank valuation decisions and management performance assessment.

### Procedure:
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

### Sampling:
Students majoring in Finance in the senior course, MAN 4720, Strategic Management.

### Minimum Criteria for Success:
<table>
<thead>
<tr>
<th>Quantitative Analytical Skills</th>
<th>Scores should be at least 70%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will identify and analyze derivative instruments and strategies used by investors and corporations to hedge financial risks. Emphasis will be placed on identification of financial risk and designing optimal risk management strategies.</td>
<td>Procedure: A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.</td>
</tr>
<tr>
<td>Sampling: Students majoring in Finance in the senior course, MAN 4720, Strategic Management.</td>
<td></td>
</tr>
<tr>
<td>Minimum Criteria for Success: Scores should be at least 70%</td>
<td></td>
</tr>
<tr>
<td>Students will determine and analyze the appropriate measures of risk and return for various financial instruments. Understand the mechanics and regulation of financial securities.</td>
<td>Procedure: A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.</td>
</tr>
<tr>
<td>Sampling: Students majoring in Finance in the senior course, MAN 4720, Strategic Management.</td>
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<td>Minimum Criteria for Success: Scores should be at least 70%</td>
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</tr>
</tbody>
</table>
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

**Sampling:**
Students majoring in Finance in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**
Scores should be at least 70%

---

**Procedure:**
- Students will be able to:
  1. Identify and demonstrate basic statistical principles and techniques;
  2. Identify how results can affect business decisions;
  3. Employ appropriate problem-solving techniques to business problems

**Sampling:**
- Students majoring in Finance in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**
- Scores should be at least 70%

---

**Global Knowledge**
Students will be able to:
- Apply knowledge of cultural country differences;
- Analyze political differences;
- Evaluate competitive global strategies

**Procedure:**
- A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

**Sampling:**
- Students majoring in Finance in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**
- Scores should be at least 70%

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**Ethics and Law**
Students will be able to:
- Identify the legal constraints and the options available to the business manager in responding to and resolving legal issues;
- Recognize the laws and governmental regulations that affect contemporary businesses;

**Procedure:**
- A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

**Sampling:**
- Students majoring in Finance in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**
- Scores should be at least 70%
c.) Evaluate ethical problems that are integrally connected to legal issues;
d.) Identify the concepts of ethics and the law with financial reality in implementing business decisions

### Minimum Criteria for Success:
Scores should be at least 70%

<table>
<thead>
<tr>
<th>Financial Management</th>
<th>Students will be able to:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a.) Identify financial concepts and terminology</td>
</tr>
<tr>
<td></td>
<td>b.) Identify the goals of financial planning and the tools available to forecast an organization's finance requirements</td>
</tr>
<tr>
<td></td>
<td>c.) Evaluate the concept of shareholder wealth maximization and how it relates to the organization's management and structure</td>
</tr>
<tr>
<td></td>
<td>d.) Demonstrate various measures of project profitability using traditional capital budgeting techniques</td>
</tr>
</tbody>
</table>

### Procedure:
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

### Sampling:
Students majoring in Finance in the senior course, MAN 4720, Strategic Management.

### Minimum Criteria for Success:
Scores should be at least 70%

<table>
<thead>
<tr>
<th>Marketing Management</th>
<th>Students will be able to:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a.) Recognize the importance of marketing within an organization and its role in society</td>
</tr>
<tr>
<td></td>
<td>b.) Identify target market segments for a selected product or service</td>
</tr>
<tr>
<td></td>
<td>c.) Analyze a company's marketing strategy and recognize appropriate and inappropriate marketing alternatives</td>
</tr>
<tr>
<td></td>
<td>d.) Define and appropriately use marketing terminology and concepts</td>
</tr>
</tbody>
</table>

### Procedure:
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

### Sampling:
Students majoring in Finance in the senior course, MAN 4720, Strategic Management.

### Minimum Criteria for Success:
<table>
<thead>
<tr>
<th>Organizational Management</th>
<th>Scores should be at least 70%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will be able to:</td>
<td>Procedure:</td>
</tr>
<tr>
<td>a.) Define the management functions and business processes that create value for an organization</td>
<td>A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.</td>
</tr>
<tr>
<td>b.) Formulate a set of management policies, practices, and procedures that influence group and individual dynamics in organizations</td>
<td>Sampling:</td>
</tr>
<tr>
<td>c.) Describe situations where management decision-making should incorporate ethical reasoning, multiculturalism, and internal inter-group behavior</td>
<td>Students majoring in Finance in the senior course, MAN 4720, Strategic Management.</td>
</tr>
<tr>
<td>Minimum Criteria for Success:</td>
<td></td>
</tr>
<tr>
<td>Scores should be at least 70%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Operations Management</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will be able to:</td>
<td>Procedure:</td>
</tr>
<tr>
<td>a.) Understand the operations / production function and how it relates to an organization</td>
<td>A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.</td>
</tr>
<tr>
<td>b.) Identify decision-making tools and techniques of operations management</td>
<td>Sampling:</td>
</tr>
<tr>
<td></td>
<td>Students majoring in Finance in the senior course, MAN 4720, Strategic Management.</td>
</tr>
<tr>
<td>Minimum Criteria for Success:</td>
<td></td>
</tr>
<tr>
<td>Scores should be at least 70%</td>
<td></td>
</tr>
</tbody>
</table>
Students will be able to:

a.) Analyze accounting information as promulgated by US GAAP  
b.) Calculate basic accounting information useful to decision makers  
c.) Calculate common ratios using accounting information  
d.) Assess broad links of fraudulent activity 

### Technology Integration:

Students will be able to:

a.) Recognize concepts and terminology related to hardware, software, and networks  
b.) Demonstrate an understanding of the role of information systems in organizations  
c.) Identify the appropriate and effective uses of information technology 

### Critical Thinking Skills

Students will be able to:

a.) Identify complex business problems;  
b.) Generate possible solutions to the problems;  
c.) Recommend solutions based on a well-reasoned rationale

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A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

### Minimum Criteria for Success:

Scores should be at least 70%
<table>
<thead>
<tr>
<th>Communication Skills</th>
<th>Direct Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will be able to:</td>
<td><strong>Minimum Criteria for Success:</strong></td>
</tr>
<tr>
<td>a.) Capture listener's attention;</td>
<td>Scores should be at least 70%</td>
</tr>
<tr>
<td>b.) Identify topic and main points;</td>
<td></td>
</tr>
<tr>
<td>c.) Connect topic with needs and interests of audience;</td>
<td></td>
</tr>
<tr>
<td>d.) Substantiate main points with relevant evidence;</td>
<td></td>
</tr>
<tr>
<td>e.) Ideas and transitions are clearly organized</td>
<td></td>
</tr>
</tbody>
</table>

**Students majoring in Finance in the senior course, MAN 4720, Strategic Management.**

**Minimum Criteria for Success:**

Scores should be at least 70%

**Direct Measures**

**Procedure:**

A portion of students’ presentations from MAN 4720, Strategic Management are evaluated against a rubric by the FIU Communication Arts Studio.

**Sampling:**

Students majoring in Finance in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**

Students should score at least 1, which is a rating of acceptable on a rubric on oral communication. The scale used is from 0 to 2 where 0 Does Not Meet Standards and 2 Meets or Exceeds Standards.

**Communication Skills**

Students will be able to:

a.) Support thesis or claims with appropriate reasons, examples, and evidence;
b.) Organize ideas in a formal coherent manner;
c.) Write clearly, utilize appropriate word choices, and structure sentences correctly;
d.) Effectively employs utilizes grammar conventions including punctuations and spelling

**Students majoring in Finance in the senior course, MAN 4720, Strategic Management.**

**Minimum Criteria for Success:**

Samples of students’ written work from MAN 4720, Strategic Management are scored against a rubric.

**Sampling:**

Students majoring in Finance in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**
Students should score at least 2, which is a rating of acceptable on a rubric on written communication. The scale used is from 0 to 3 where 0 is the lowest rating and 3 is the highest rating.