### Undergraduate Degree Program

**Human Resource Management - BBA**

#### Mission Statement
The Unit’s mission is to create enduring educational value for our students, our alumni, and the business and academic communities we serve. We achieve this mission by ensuring our students attain the general business and functional knowledge, skills and attitudes required for them to succeed in a rapidly changing, technology-driven global business environment.

#### Student Learning Outcomes

**FIU Human Resource Management - BBA graduates should be able to achieve the following:**

<table>
<thead>
<tr>
<th>Content/Discipline Knowledge Skills</th>
<th>Direct Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will develop and apply HR planning, recruitment, and selection practices that conform to commonly accepted professional standards and are legally sustainable.</td>
<td><strong>Procedure:</strong> 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 HR in the senior course, MAN 4720, Strategic Management. |
| **Minimum Criteria for Success:** | Scores should be at least 70% |

Students will develop and apply training needs analysis, instructional outcomes, training program design that fully utilizes multimedia capabilities, and training evaluation practices so that training has a positive return on investment (ROI) for the business.

| **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 HR 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 HR in the senior course, MAN 4720, Strategic Management.

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

Students will develop and apply performance appraisal forms and corrective performance management actions including feedback and disciplinary measures so that they are effective and legally sustainable.

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 HR in the senior course, MAN 4720, Strategic Management.

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

Students will develop and apply compensation, benefit, and reward systems that facilitate the attraction, development, and retention of a high-performance workforce and are legally sustainable.

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 HR in the senior course, MAN 4720, Strategic Management.

Minimum Criteria for Success:
Students will develop and apply labor-management practices that foster a productive work environment and that are legally sustainable.

**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 HR in the senior course, MAN 4720, Strategic Management.

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

Students will develop and apply HR information systems (HRIS) that support effective decision-making in all HR areas (i.e., staffing, training, performance management, compensation and reward systems, and labor-management practices).

**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 HR in the senior course, MAN 4720, Strategic Management.

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

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**Quantitative Analytical Thinking**

**Procedure:**
### Ethics and Laws

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

**Procedure:**
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**Sampling:**
Students majoring in HR 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:**
1. Apply knowledge of cultural country differences;
2. Analyze political differences;
3. 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 HR in the senior course, MAN 4720, Strategic Management.

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

### Quantitative Analytical Thinking

**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.

**Procedure:**
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**Sampling:**
Students majoring in HR 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

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

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

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

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 HR in the senior course, MAN 4720, Strategic Management.

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

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

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 HR in the senior course, MAN 4720, Strategic Management.

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

**Organizational Management**
Students will be able to:
- a.) Define the management functions and business processes that create value for an organization
- b.) Formulate a set of management policies, practices, and procedures that influence group and individual dynamics in organizations
- c.) Describe situations where management decision-making should incorporate ethical reasoning, multiculturalism, and internal inter-group behavior

**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 HR in the senior course, MAN 4720, Strategic Management.

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

**Operations Management**
Students will be able to:
- a.) Understand the operations / production function and how it relates to an organization
- b.) Identify decision-making tools and techniques of operations management
- c.) Describe situations where management decision-making should incorporate ethical reasoning, multiculturalism, and internal inter-group behavior

**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 HR in the senior course, MAN 4720, Strategic Management.

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

**Accounting**

**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 HR in the senior course, MAN 4720, Strategic Management.

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

### Technology Integration:
Information Technology

<table>
<thead>
<tr>
<th>Students will be able to:</th>
<th>Procedure:</th>
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<tbody>
<tr>
<td>a.) Recognize concepts and terminology related to hardware,</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>
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<tr>
<td>software, and networks</td>
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<tr>
<td>b.) Demonstrate an understanding of the role of information</td>
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<tr>
<td>systems in organizations</td>
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<tr>
<td>c.) Identify the appropriate and effective uses of information</td>
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<tr>
<td>technology</td>
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### Critical Thinking Skills

<table>
<thead>
<tr>
<th>Students will be able to:</th>
<th>Direct Measures</th>
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<tbody>
<tr>
<td>a.) Identify complex business problems;</td>
<td>Procedure:</td>
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<tr>
<td>b.) Generate possible solutions to the problems;</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>
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<tr>
<td>c.) Recommend solutions based on a well-reasoned rationale</td>
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### Accounting

<table>
<thead>
<tr>
<th>Students will be able to:</th>
<th>Sampling:</th>
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<tr>
<td>a.) Analyze accounting information as promulgated by US GAAP</td>
<td>Students majoring in HR in the senior course, MAN 4720, Strategic Management.</td>
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<tr>
<td>b.) Calculate basic accounting information useful to decision makers</td>
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<td>c.) Calculate common ratios using accounting information</td>
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<td>d.) Assess broad links of fraudulent activity</td>
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<tr>
<td>Communication Skills</td>
<td>Direct Measures</td>
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<tr>
<td>Students will be able to:</td>
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<tr>
<td>a.) Capture listener's attention;</td>
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<td>b.) Identify topic and main points;</td>
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<td>c.) Connect topic with needs and interests of audience;</td>
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<td>d.) Substantiate main points with relevant evidence;</td>
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<td>e.) Ideas and transitions are clearly organized</td>
<td></td>
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<tr>
<td><strong>Students will be able to:</strong></td>
<td></td>
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<tr>
<td>a.) Support thesis or claims with appropriate reasons, examples, and evidence;</td>
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<tr>
<td>b.) Organize ideas in a formal coherent manner;</td>
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<tr>
<td>c.) Write clearly, utilize appropriate word choices, and structure sentences correctly;</td>
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<tr>
<td>d.) Effectively employs utilizes grammar conventions including punctionuations and spelling</td>
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</tbody>
</table>

**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.

**Procedure:**

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

**Sampling:**

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

**Minimum Criteria for Success:**

Scores should be at least 70%
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.