附件一 系所的學習目標(learning Goal)/行為指標(learning objective)/衡量方法(measure)

BA programs seek to develop graduates who:

* Understand business knowledge and current business issues.
* Are able to apply information technology in business management.
* Are able to identify and solve problems.
* Are an effective communicator.
* Understand business ethics and social responsibility.

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| **Goal U1:**Students will understand business knowledge and current business issues. |
|  | **Objectives U1.1:**Students will demonstrate knowledge of core business concepts and topics. |
|  | **Measure U1.1.1:**Course embedded test on senior students. |
| **Goal U2:**Students will be able to apply information technology in business management. |
|  | **Objectives U2.1:**Students will be able to apply appropriate software to create professional reports and documents. |
|  | **Measure U2.1.1:**Sampled test on freshmen students. |
| **Goal U3:** Students will be able to identify and solve problems. |
|  | **Objectives U3.1:** Students will be able to clearly identify the problem, find alternative solutions and evaluate feasible solutions to solve the problem. |
|  | **Measure U3.1.1:**Assessment rubric. |
| **Goal U4:**Each student will be an effective communicator. |
|  | **Objectives U4.1:**Students will demonstrate appropriate written and oral communication skills in academic activities. |
|  | **Measure U4.1.1:**Assessment rubrics.  |
| **Goal U5:**Student will understand business ethics and social responsibility. |
|  | **Objectives U5.1:**Student will understand business ethics and social responsibility, and their effects on corporate decision and public benefits. |
|  | **Measure U5.1.1:**Assessment rubric. |