

B.S. Business – Marketing Option  
Oregon Tech Assessment Report  
2017-18

Program Description and History

Reames Golf Club Marketing Strategy with Lynzee Wortman

Catalyze Competition with Connor Scott, Ethan Cole and DJ Harryman

Three Oregon Tech Students Open Coffee Shop

Program Purpose  
Bachelor of Science in Operations Management Mission

Educational Objectives

Management Department Student Learning Outcomes (SLO)

Program Student Learning Outcomes (PSLO)

Assessment Cycle

Assessment Schedule

Oregon Tech's Essential Student Learning Outcomes:

Department Level Student Learning Outcomes

Outcomes:	Direct	Indirect


Case Study

Senior Exit Survey

How did past results compare with this year's results?  
Direct Assessment- senior project

Indirect Assessment- senior exit survey

Can you say the data supports improvements based on the action plan? (i.e. closing the loop).