



Defining and Assessing Undergraduate Outcomes

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Session Outline

Step-by-Step Process of:

1. Articulate a Program's Purpose
2. Develop Program Outcomes
3. Design a Required Curriculum
4. Identify Means to Assess Outcomes





Martha Stewart College

Bachelor of Arts Degree,

Party Planning Major



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Martha Stewart College: Bachelor of Arts, Party Planning

Activity 1: Tell the “Elevator Story” for the Party Planning major at MSC



Martha Stewart College: Bachelor of Arts, Party Planning

Q. Where do you begin?

A. Begin at the end.

Activity 2 (Worksheet):

A student who graduates with a BA from Martha Stewart College and a major in Party Planning should be able to...



Bachelor of Arts in Party Planning

Core Courses:

- Introduction to Party Planning
- Purchasing and Budgeting in Party Planning
- Fundamentals of Catering
- Party Planning II
- Decorations
- Introduction to Management
- Crisis Management
- Capstone Course/Internship



Bachelor of Arts in Party Planning

Select List of Elective Courses:

Internship

Cakes and Pastries

Doilies, Place Settings, and Buffets (1cr.)

Party Favors

Invitations

Pinatas and Children's Games

Adult Games



Bachelor of Arts in Party Planning

Activity 3:

Develop Outcomes for the Courses

Activity 4:

What are some of the methods you can use to determine the extent to which students achieve course objectives?





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