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| **Program-Level Learning Outcomes** | |
| **Program Learning Outcome 1:** | Demonstrate knowledge of the legal aspects of the Insurance Industry. |
| **Program Learning Outcome 2:** | Demonstrate an understanding of multiline insurance sales, needs analysis, and customer relationship management. |
| **Program Learning Outcome 3:** | Exhibit competency in demonstrating both reasoning and analytical skills in determining optimal outcomes in contemporary Insurance situations |
| **Program Learning Outcome 4:** | Exhibit social responsibility, an understanding of diversity of thoughts, people, culture, sustainability, and the role of ethics as it applies to the Insurance Industry |

**Program Map ▼**

I=Introduced P=Practiced E=Emphasized A=Assessed

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| **Program Courses** | **Program Learning Outcome 1** | **Program Learning Outcome 2** | **Program Learning Outcome 3** | **Program Learning Outcome 4** |
| BUSI 1307 | I |  | I |  |
| INSR 1301 | IPE | I | I | IP |
| INSR 1305 | IPE | I | IPE | IP |
| BCIS 1305 |  |  |  |  |
| INSR 1345 | IPE | IPE | IPE | PE |
| SPCH 1321 |  |  |  | IPE |
| MATH 1342 |  |  |  |  |
| INSR1374 |  |  | PEA | PE |
| INSR 1353 | I | PE | IPE |  |
| INSR 1351 | PE | IP | PE | IPE |
| BMGT 1344 | I |  | I | IP |
| MRKING 2333 |  |  |  |  |
| INSR 1375 | I | PE | PE |  |
| INSR 2340 | I | PEA | IPE | PE |
| INSR 2319 | I |  | IPE | PE |
| BMGT 2303 |  |  | IP | IP |
| INSR 1355 | PEA | PE | PE | PEA |

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| **Program-Level Learning Outcome** (e.g. Students will describe the impact of various cultures on American cuisine.) | **Assessment Measure(s) and Where Implemented in Curriculum –** Description of Instrument(s)/ process(es) used to measure results and indication of where the assessment will be collected in curriculum. (e.g. Essay on Cultural influences on American cuisine in CUIS 1300.) | **Targets-** Level of Success Expected  (e.g. 80% of students score 2.5 or better on rubric for essay on cultures and cuisine.) |
| **PLO #1:** Demonstrate knowledge of the laws related to the insurance industry and their application to various insurance related scenarios. | INSR1355-The Legal Environment of Insurance Final Exam questions subset (10 questions) with alignment to the application of laws that interface with the insurance industry. | 80% of students will correctly answer 80% of subset questions. |
| **PLO #2:** Demonstrate an understanding of multiline insurance sales, needs analysis, and customer relationship management. | INSR2340- Multiline Insurance Sales and Marketing Final Exam questions subset (10 questions) with alignment to obtaining clients, retaining clients, and conducting a customer needs analysis. | 80% of students will correctly answer 80% of subset questions. |
| **PLO#3:** Demonstrate both analytical and critical judgement decisions in relation to underwriting personal lines of insurance**.** | INSR1374-Personal Lines Insurance Underwriting Final Exam questions subset (10 questions) that align to underwriting for personal lines of insurance. | 80% of students will correctly answer 80% of subset questions. |
| **PLO#4:** Demonstrate the ability to identify and analyze loss exposures with a goal of reducing risk and understanding legal ethical implications | INSR1355- The Legal Environment of Insurance Final Exam questions subset (10 questions) that align to identifying risks and analyzing different risk mitigation alternatives. | 80% of students will correctly answer 80% of subset questions. |