

Student learning is critical to the successful completion of our mission.

The Mission for the University includes the following:

.....Since our highest priority is **excellence in teaching and learning**, we believe that intellectual inquiry and analysis by students and faculty members is essential. ... Our goal of an academic experience built on inquiry and research as well as the transmission of information allows students **to develop their ability to think and communicate, to gain the knowledge and skills to pursue a career or further study, to appreciate the creativeness of the human mind, to be aware of the human and natural environment of the world, and to have the capacity to pursue a life of learning and understanding...**

The Mission for the School of Business includes the following:

The School of Business at Francis Marion University strives to provide learning opportunities for students from a range of backgrounds and transform them into globally competitive business men and women.

We teach students to think logically, communicate effectively, develop an understanding and appreciation of the global business environment, and follow high ethical standards. Our students develop conceptual and analytical skills needed to be successful leaders in both private and public institutions.

A key initiative detailed in the 2009- 2014 strategic plan is

Continuous improvement in providing high-quality learning opportunities with emphasis upon the development of students who think logically, appreciate creativity, communicate effectively, understand and appreciate the global business environment, and are guided by high ethical standards.

As the missions and key initiative indicate student learning is the priority of our University and the FMU School of Business. Additionally, faculty must provide support for excellence in teaching for both promotion and tenure.

Student learning is integrated throughout our curriculum.

The FMU and School of Business missions' emphasis upon student learning provided a foundation for our learning goals. Our faculty recognizes and accepts their role of impacting each student's learning outcomes. It is the faculty role, not just administrators or students who influence learning.

Learning goals are the culmination of faculty efforts to integrate the internal expectations of our faculty regarding learning with the external demands of the business environment. These learning goals are integrated throughout the curriculum.

Measurement and evaluation of student learning is an integrated process.

An on-going integrated process is necessary to insure student learning. The Assurance of Learning Program involves numerous parties with specific responsibilities but all involved in a cycle of planning, evaluating and decision making. Diagram A illustrates and the process is detailed in Section 2.

The key to meeting the needs of our students and our business community is continuous improvement is

The business environment requires students who are prepared to successfully compete and contribute to organizations. The needed professional skills and competencies are changing as our business community changes. Students are entering our programs with different learning styles, experiences and demands. To successfully contribute to the business environment our faculty must provide skillful and productive graduates. Our Assurance of Learning Program provides the process for achieving our mission.

