

Academic Assessment Plan

Business Law Certificate

June 1, 2020

Program Goals

1. The Business Law Certificate provides a foundation in the fundamentals of business and transactional law and skills through coursework and related activities.
2. For qualified JD degree and post-JD candidates wishing to focus on business or transactional law, the Certificate provides an opportunity to prepare for a business law practice and to enhance career prospects in the business field.
3. For non-law students, the Certificate provides a foundation in the legal aspects of the business environment.

Student Learning Outcomes

Students who successfully complete the requirements for the Business Law Certificate will:

1. demonstrate proficiency in explaining and analyzing the legal and regulatory implications of common business matters;
2. be able to draft documents relevant to typical business formations and basic transactions;
3. demonstrate an understanding of the role of counsel to businesses, business owners, or business management; and
4. demonstrate an understanding of the ethical implications of representing each discrete group.

Process for Assessing each Student Learning Outcome

1. Timeline for assessment and analysis

Programmatic learning outcomes will be assessed on a rotating cycle, with the focus on one outcome each year. Assessment of learning outcome (2) (drafting business and transactional documents) will begin in Summer 2020, and analysis will be shared with the Dean of the School of Law in Fall 2020. Any proposed revisions will be presented to the curriculum committee or Business Law Certificate faculty, as appropriate, in Fall 2020. Learning outcome (3) will be the focus of the Summer 2021 review with follow up in Fall 2021. Learning outcome (4) will be assessed in Summer 2022 with follow up in Fall 2022. Learning outcome (1) will be reviewed in Summer 2023 with follow up in Fall 2023.

2. Means of assessment and desired level of student achievement

Students are expected to attain proficiency in all learning outcomes. The means for assessing each learning outcome will vary.

To assess learning outcome (2) (drafting business and transactional documents), the faculty director will review documents drafted by certificate graduates from the past 3 academic years to assess the quality of the work product compared to the expectations of an entry level associate at a law firm. Rubrics drawn from law firm associate performance assessment rubrics will be used to guide the review. Documents reviewed will include, to the extent possible, at least one business formation document (e.g., an operating agreement for an LLC) and at least one commercial contract (e.g., a commercial lease agreement). The faculty director will also review course grades and syllabi in courses with a business or transactional drafting component, such as ULW – Business Drafting, and ULW – Contract Drafting.

To assess learning outcome (3) (understanding role of counsel to business), the faculty director will review feedback from external supervisors' evaluations and from faculty teaching the experiential learning course component (Externships or Business Lawyering Skills class) for input on how effectively students engage with clients in the business sector (in presentations, meetings, written work product, etc.) to address issues of most significance to them. In addition, the faculty director will complete one or more of the following assessments: (1) review placement rates of graduates into career positions related to business or transactional law, or (2) interview employers to gauge their impressions of certificate candidates' ability to effectively engage with and advise business clients.

Learning outcome (4) (ethical implications) will be assessed by tracking the rate at which certificate candidates pass the Multistate Professional Responsibility Examination and

by feedback from supervisors. In addition, the faculty director will complete one or more of the following methods of assessment: (1) conduct interviews with external supervisors, instructors, or employers to ascertain certificate candidates' familiarity of ethical rules, or (2) conduct student exit surveys to measure student satisfaction with their knowledge of ethics.

Learning outcome (1) (explaining and analyzing the legal and regulatory implications) will be assessed through cataloging certain material covered and questions addressed in the foundational business courses, along with a review of the responses from certificate students. The faculty director will also review course grades in foundational business courses. Under the supervision of the faculty director, students will prepare portfolios of work from doctrinal and experiential coursework demonstrating proficiency in the substantive legal and regulatory issues most often encountered in common business representations.

3. Reporting of results

The results of the assessment will be shared at least annually with the Dean of the School of Law and faculty teaching in the Business Law Certificate Program.