BA Organizational Management (BAOM)
GENERAL EDUCATION & CORE COMPETENCIES 2018-2019

Learning Outcome:
GELO 1c & Core Competency Information Literacy: Students will be able to access and cite information as well as evaluate the logic, validity, and relevance of information from a variety of sources.

Outcome Measure:
MRD 320 Capstone / Research & Planning

The course provides students with an opportunity to submit a final research project that includes a 7-8 page written report, title page, sections and sub-headings in APA format, problem statement, hypothesis, research questions, solution statement, and conclusions on the findings.

Criteria for Success (how do you judge if the students have met your standards):
70% of students will score at or above an average of 80% or above on the assignment.

Aligned with DQP Learning Areas (circle one or more but not all five):
1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning, and
5. Civic and Global Learning

Longitudinal Data:

	Percentage of Students Meeting or Exceeding Success Criteria							
	SU16	FA16	SP17	SU17	FA17	SP18	FA18	SP19
	N = 7	N = 17	N = 22	N = 0	N = 30	N=20	N=19	N=21
Project Final Report	100%	100%	95.40%	N/A	93.30%	95%	100%	100%

Conclusions Drawn from Data:
Students in the Spring 2019 cohort met and exceeded the criteria for success for this Learning Outcome. The results showed a consistent improvement from Fall 2017.

Changes to be Made Based on Data: No changes to be made.

Rubric Used (see next page)

Research Project Final Report Rubric				
Criteria	**Ratings**			**Pts**
Lit Review Summary	Distinguished: Thorough summary that includes insight gained from the research	Proficient: Summary is complete	Below Expectations: Summary is incomplete and unclear	Non Performance: Lit Review not included	12 pts
	12 pts	11 pts	8 pts	0 pts	
The Research Question	Distinguished: The research question is clear and focused	Proficient: The research question is a little unclear, but relevant	Below Expectations: The research question is vague	Non Performance: Research Question is missing.	12 pts
	12 pts	11 pts	8 pts	0 pts	
Research Hypothesis	Distinguished: Includes both the null and alternate hypothesis	Proficient: Includes both the null and alternate hypothesis, but they are not clearly stated.	Below Expectations: Is missing the null or research hypothesis.	Non Performance: Hypothesis is missing from presentation	12 pts
	12 pts	11 pts	8 pts	0 pts	
Implementation Plan	Distinguished: Plan is complete and includes timeline and steps	Proficient: Plan is mostly complete with a good sense of timing and steps	Below Expectations: There is some mention of parts of the implementation plan.	Non Performance: Implementation plan is missing.	12 pts
	12 pts	11 pts	8 pts	0 pts	
Data Plan	Distinguished: Data plan is complete with statistics mentioned, sources of data, and timeline	Proficient: Data plan is missing only 1 element	Below Expectations: Data plan is mentioned but incomplete.	Non Performance: Data plan is missing.	12 pts
	12 pts	11 pts	8 pts	0 pts	
SWOT Analysis	Distinguished: SWOT Analysis includes all 4 components.	Proficient: SWOT Analysis is complete but not explained.	Below Expectations: Some of the SWOT Analysis is missing.	Non Performance: SWOT Analysis is missing	12 pts
	12 pts	11 pts	8 pts	0 pts	
Outcomes & Implications	Distinguished: Clear understanding of implications and potential outcomes of strategic plan if implemented, with additional insight.	Proficient: Outcomes and Implications are accurate.	Below Expectations: There is some hesitance in outcomes and implications.	Non Performance: Outcomes & Implications are missing	18 pts
	18 pts	17 pts	12 pts	0 pts	
APA, Grammar and Usage	Distinguished: Use of APA is consistent with no major and maybe 1 or 2 minor errors. Use of APA adds to the study. There are no errors in grammar or usage, and the vocabulary and word fluency enhances the meaning.	Proficient: APA is used mostly correct with 3 or 4 minor errors. There are a few errors and the language is fine with no mis-communication.	Below Expectations: There is a good attempt at APA but lacks consistency. Grammar and usage errors do not interrupt meaning, but it reads choppy and errors disrupt meaning.	Non Performance: Fails to demonstrate APA. Too many errors disrupt reading.	10 pts
	10 pts	9 pts	7 pts	0 pts	
					Total Points: 100