Fermanian School of Business
Management Major PLO #F1 Assessment
2022-2023

Learning Outcome:
Management Major PLO #F1: Exhibit an in-depth knowledge of management theory.

Outcome Measure:
Management Major-Specific Exit Exam Results

Criteria for Success:
Score at or above 50 on the Management Major-Specific Exit Exam.

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:
Management Major-Specific Exit Exam - Average Student Score:

Semester	N[1]	Score
Spring 2018	9	50
Spring 2019	21	47.4
Spring 2021	17	47.4
Spring 2022	23	49.2
Spring 2023	21	50.1

Conclusions Drawn from Data:
The Management Major-specific exit exam criteria for success was changed to 50 effective AY 21-22.

No data was collected in Spring 2020 due to Covid.

The criteria for success was achieved in two of the five periods, with the most recent period trending upward and meeting the criteria for success.

Changes to be Made Based on Data:
In Spring 2023, the criteria for success was met. As of now, this data will continue to be collected and monitored. No changes will be made.

[1] Number of Students Taking Test

Fermanian School of Business
Management Major PLO #F2 Assessment
2022-2023

Learning Outcome:
Management Major PLO #F2: Assess the competitive advantage of a business based on management concepts.

Outcome Measure:
MGT4084 – Comparative Operational Analysis

Criteria for Success:
The average score for each criteria of the Management Major PLO #F2 Rubric will be a 3.0 or higher out of 4.0.

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:

Management Major PLO #F2 Rubric – Average Student Score:

Semester	# of Assessments	Development	Application	Evaluation	Recommendation	Total
Spring 2018	14	3.31	3.38	3.44	3.19	3.33
Spring 2019	40	2.83	3.03	2.95	3.03	2.96
Spring 2020	40	2.60	2.53	2.20	1.68	2.25
Spring 2021	40	3.68	3.58	3.50	3.48	3.56
Spring 2022	40	3.90	3.85	3.78	2.75	3.57
Spring 2023	40	3.73	3.83	3.75	3.63	3.73

Conclusions Drawn from Data:
The criteria for success (average of 3.0 or higher out of 4.0) was met in five of six semesters in the rubric criteria area of Application, including the most recent semester. The criteria for success were met in four of the six semesters in the rubric criteria areas of Development and Evaluation, including the most recent semester. The criteria for success were met in four of the six semesters in the rubric criteria area of Recommendation, including the most recent. Given that Spring 2020 is significantly lower than the prior periods (especially in the areas of Evaluation and Recommendation), Spring 2020 data may be an outlier.

Changes to be Made Based on Data:
Through the assessment process in AY 19-20, a need was recognized for improving the clarity of the assigned instructions, especially in the area of Recommendation. In addition, a need was recognized for a sample paper. Both of these changes were implemented in AY 20-21. All scores increased in Spring 21, three out of the four scores (all but Recommendation) further increased in Spring 2022, and all scores were above the criteria for success in Spring 2023, including recommendations. No additional changes need to be made at this time.

The assignment associated with this assessment will change in Spring 2024 as a result of changes in the marketplace. It will include the addition of Tableau, a data visualization software, and an executive summary of conclusions drawn from the data. Rubric categories will be the same. It is important to note that scores for the first few years of this may fluctuate, and it will take some time to establish a reasonable pattern and criteria for success.

MANAGEMENT MAJOR PLO #F2 RUBRIC

Point Loma Nazarene University Management Major Learning Outcome #F2. Assess the competitive advantage of a business based on management concepts.

Criteria	Excellent 4	Meets Expectations 3	Needs Improvement 2	Does Not Meet Expectations 1
Development of Operational Topics	Paper clearly identifies all ten operational topics* and clearly defines/explains them based on Simchi-Levi's text, *Operations Rules.*	Paper clearly identifies most relevant operational topics* and usually defines/explains them based on Simchi-Levi's text, *Operations Rules.*	Paper identifies some relevant operational topics* and sometimes defines/explains them based on Simchi-Levi's text, *Operations Rules.*	Paper lacks identification of relevant operational topics* and rarely, if at all, defines/explains them based on Simchi-Levi's text, *Operations Rules.*
Application of Operational Topics	Paper consistently applies operational topics and theories to the data in order to understand each organization's financial outlook.	Paper often applies operational topics and theories to the data in order to understand each organization's financial outlook.	Paper sometimes applies operational topics and theories to the data in order to understand each organization's financial outlook.	Paper rarely, if ever, applies operational topics and theories to the data in order to understand each organization's financial outlook.
Evaluation of Operational Topics	Paper includes a comprehensive evaluation of all ten operational topics for the organizations under consideration.	Paper includes somewhat comprehensive evaluation of most (8-9) of the operational topics for the organizations under consideration.	Paper includes a brief evaluation of some (6-7) of the operational topics for the organizations under consideration.	Paper includes a vague evaluation of only a few operational topics (5 or less) for the organizations under consideration.
Recommendation for Superior Operational System	Recommendations for the superior company make use of evidence-based arguments which focus upon theoretical application of information and data.	Recommendations for the superior company usually make use of evidence-based arguments which focus upon theoretical application of information and data.	Recommendations for the superior company sometimes make use of evidence-based arguments which focus upon theoretical application of information and data.	Recommendations for the superior company rarely, if ever, make use of evidence-based arguments and lack theoretical application of information and data.

*Operational Topics Include: Value Proposition, Alignment of operational strategy to value proposition, Matching products, Markets and strategies, Procurement methods, Risk management, Information systems and management, Operational excellence created with high involvement management, Operational flexibility with teams, Learning and cross training, Sustainability, and Resiliency

Average Score: _____ (Total/# of criteria)

Note 1: All criteria are weighted equally

Fermanian School of Business
Management Major Entrepreneurship Concentration PLO #F3 Assessment
2022-2023

Learning Outcome:
Management Major PLO #F3: Analyze a startup pitch based on entrepreneurship knowledge and concepts.

Outcome Measure:
MGT3082 – Startup Pitch Analysis

Criteria for Success:
The average score for each criteria of the Management Major PLO #F3 Rubric will be a 3.0 or higher out of 4.0.

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:

Management Major PLO #F3 Rubric – Average Student Score:

Semester	# of Assessments	Assessment of Founders	Identify Problem and Solution	Analysis of Start-Up Strategy	Total
Spring 2019	40	3.28	3.28	3.20	3.25
Spring 2020	40	3.10	3.33	3.28	3.23
Spring 2021	40	2.98	3.10	2.95	3.01
Spring 2022	40	2.98	3.05	2.30	2.78
Spring 2023	40	3.13	3.35	3.00	3.16

Conclusions Drawn from Data:

The criteria for success (average of 3.0 or higher out of 4.0) was met in the rubric criteria area of Identify Problem and Solution in all five periods. The criteria for success was met in the rubric criteria area of Assessment of Founders in three of the five periods; however, was only .02 under the criteria of success for both periods under 3.0. The criteria for success were met in the rubric criteria areas of Analysis of Start-Up Strategy in three of the five periods, with Spring 2023 meeting the criteria.

Changes to be Made Based on Data:

The assessors noted that the instructions should provide more detail and be more consistent with the rubric. The instructor will revisit the instructions during AY 22-23 and adjust them as necessary. No changes are recommended at this time. Data will continue to be collected and monitored in future semesters.

In AY22-23, the criteria for success was met in all areas. No changes are recommended at this time. Data will continue to be collected and monitored in future semesters.

ENTREPRENEURSHIP CONCENTRATION PLO #F3 RUBRIC

Point Loma Nazarene University Entrepreneurship Concentration Learning Outcome #F3: Analyze a startup pitch based on entrepreneurship knowledge and concepts.

Criteria	Excellent 4	Meets Expectations 3	Needs Improvement 2	Does Not Meet Expectations 1
Assessment of Founders	Response includes an excellent assessment of the founders' ability to build a successful and scalable venture by addressing all of the following considerations: the founders' passion, experience, traits, and skill sets.	Response includes a good assessment of the founders' ability to build a successful and scalable venture by addressing most of the following considerations: the founders' passion, experience, traits, and skill sets.	Response includes an adequate assessment of the founders' ability to build a successful and scalable venture by addressing several of the following considerations: the founders' passion, experience, traits, and skill sets.	Response includes a poor assessment of the founders' ability to build a successful and scalable venture and does not address the following considerations: the founders' passion, experience, traits, and skill sets.
Identification of Problem & Solution	Response does an excellent job addressing whether or not a need/problem is identified AND a viable solution is recommended in the form of a strong value proposition.	Response does a good job addressing whether or not a need/problem is identified AND a viable solution is recommended in the form of a strong value proposition.	Response does a fine job addressing whether or not a need/problem is identified AND a viable solution is recommended in the form of a strong value proposition.	Response does a poor job addressing whether or not a need/problem is identified AND a viable solution is recommended in the form of a strong value proposition.
Analysis of Start-Up Strategy	Decision to invest or not to invest in venture is clearly justified by looking at strengths or deficiencies in marketing plan, distribution plan, and scalability.	Decision to invest or not to invest in venture is often justified by looking at strengths or deficiencies in marketing plan, distribution plan, and scalability.	Decision to invest or not to invest in venture is somewhat justified by looking at strengths or deficiencies in marketing plan, distribution plan, and scalability.	Decision to invest or not to invest in venture is not justified by looking at strengths or deficiencies in marketing plan, distribution plan, and scalability.

Average Score: _____ (Total/# of criteria)

Note 1: All criteria are weighted equally