Fermanian School of Business
BBA Management Concentration PLO #A1 Assessment
2023-2024

Learning Outcome:
BBA Management Concentration PLO #A1: Exhibit an in-depth knowledge of management theory.

Outcome Measure:
Management Major-Specific Exit Exam Results

Criteria for Success:
Score at or above 57.5 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

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

Semester	N[1]	Score
Summer 2020	15	57.8
Summer 2021	31	56.5
Summer 2022	18	55
Summer 2023	30	57.3
Fall 2023	25	59.25
Summer 2024	24	58.8

[1] Number of Students Taking Test

Conclusions Drawn from Data:

The Management Major-specific exit exam was implemented in Summer 2020. Criteria for success were met in 3 of the 6 semesters, including the most recent 2.

Changes to be Made Based on Data:

The Assessment Committee set the criteria for success in AY23-24 at 57.5. Data will continue to be collected and monitored over time to determine if the criteria for success should increase.

Fermanian School of Business
BBA Management Concentration PLO #A2 Assessment
2023-2024

Learning Outcome:
Management Major PLO #A2: Assess the competitive advantage of a business based on management concepts.

Outcome Measure:
BMG4084 – 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 #A2 Rubric – Average Student Score:

Semester	# of Assessments	Development	Application	Evaluation	Recommendation	Total
Summer 2022	36	3.17	3.28	3.14	2.78	3.09
Spring 2023	40	3.65	3.55	3.60	3.24	3.51
Summer 2023	34	2.60	2.80	2.88	2.24	2.63
Fall 2023	40	3.70	3.65	3.43	3.55	3.58
Summer 2024	40	3.08	2.98	2.83	2.70	2.89

Conclusions Drawn from Data:

In the area of Development, the criteria for success (average of 3.0 or higher out of 4.0) was met in 4 of the 5 semesters, including the most recent 2. Application criteria for success were met in 3 of the 5 semesters, with the most recent semester only missing it by .02. In the Evaluation category, criteria for success were met in 3 of the 5 semesters. Finally, in the Recommendation category, criteria for success were met in 2 of the 5 semesters.

The assignment was revised in the Summer of 2024 to better reflect the marketplace's needs.

Changes to be Made Based on Data:

The assignment was revised in the Summer of 2024 to better reflect the marketplace's needs. Data will continue to be monitored as this assignment is rolled out.

BBA MANAGEMENT CONCENTRATION PLO #A2 RUBRIC

Point Loma Nazarene University BBA Management Concentration Learning Outcome #A2. 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
BBA Marketing Concentration PLO #B1 Assessment
2023-2024

Learning Outcome:
BBA Marketing Concentration PLO #B1: Exhibit an in-depth knowledge of marketing theory and concepts.

Outcome Measure:
Marketing Major-Specific Exit Exam Results

Criteria for Success:
Score at or above 57.5 on the Marketing 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

Initial Data:
Marketing Major-Specific Exit Exam - Average Student Score:

Semester	N[1]	Score
Spring 2019	12	55.5
Spring 2021	31	58.6
Spring 2022	23	54.2
Spring 2023	32	57.6
Spring 2024	14	52.9
Summer 2024	10	52.3

Conclusions Drawn   from Data:

The Marketing Major-specific exit exam was implemented in Spring 2019. No data was collected in Spring 2020 due to Covid. The criteria for success was met in 2 of the 6 semesters.

Changes to be Made Based on Data:

The Assessment Committee set the criteria for success in AY23-24 at 57.5. Data will continue to be collected and monitored over time to determine if the criteria for success should increase.

[1] Number of Students Taking Test

Fermanian School of Business
BBA Marketing Concentration PLO #B2 Assessment
2023-2024

Learning Outcome:
BBA Marketing Concentration PLO #B2: Evaluate an integrated marketing communication (IMC) plan using marketing knowledge and concepts.

Outcome Measure:
BMK3036 – Simulation Briefing Paper

Criteria for Success:
Average student score for each criteria on the BBA Marketing Concentration PLO #B2 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

Initial Data (revised assignment & rubric):

BBA Marketing Concentration PLO B2 Rubric – Average Student Scores (Rubric as of Spring 2020):

Semester	N	Strategies	Impact on OPI	Recommendations	Total
Spring 2020	26	2.96	3.15	2.38	2.83
Spring 2021	40	3.23	3.21	2.54	2.99
Spring 2022	38	3.08	2.84	2.39	2.77
Summer 2022	40	3.00	2.90	2.45	2.78
Fall 2022	32	3.22	3.03	3.08	3.11
Summer 2023	40	3.20	2.95	2.68	2.94
Spring 2024	32	2.84	2.75	2.67	2.75
Summer 2024	22	2.68	2.55	2.50	2.58

Note: N=number of assessments (2 assessor scores per student)

Conclusions Drawn from Data:
This signature assignment was first implemented in Spring 2020. The criteria for success (average of 3.0 or higher out of 4.0) was met in five of the eight semesters in the area of Strategies. The criteria for success were met in three of the eight semesters for the area of Impact on OPI. Scores were below the criteria for success in five out of eight semesters for Recommendations. None of the criteria for success were met in the most recent 2 semesters.

Changes to be Made Based on Data:

The instructor made changes to the instructions and content related to the area of Recommendations in Fall 2021; however, the scores did not improve. A new assignment and rubric to measure this outcome was developed by the instructor and implemented beginning in Fall 2022.

The Fall of 2022 showed improvements. However, since then, results have dropped below the criteria for success more consistently. This data will be shared with the marketing faculty so they can investigate further what might be causing this dip. Data will continue to be monitored in AY 24-25 with implementing the new Fall 2022 rubric.

MARKETING CONCENTRATION PLO #B2 RUBRIC

Point Loma Nazarene University Marketing Concentration Learning Outcome #B2: Evaluate an integrated marketing communication plan using marketing knowledge and concepts.

Criteria	Excellent 4	Meets Expectations 3	Needs Improvement 2	Does Not Meet Expectations 1
Strategies	Marketing communication strategies are clearly described and include a very logical explanation for how they were selected based on market(s) and target audience(s).	Marketing communication strategies are described and include a logical explanation for how they were selected based on market(s) and target audience(s).	Marketing communication strategies are briefly described and include a somewhat logical explanation for how they were selected based on market(s) and target audience(s).	Marketing communication strategies are not clearly described and do not include a logical explanation for how they were selected based on market(s) and target audience(s).
Impact on OPI (Overall Performance Index Score)	An excellent discussion of the strategies' impact on OPI is included. No room for improvement.	A satisfactory discussion of the strategies' impact on OPI is included. A little room for improvement.	A fair discussion of the strategies' impact on OPI is included. Some room for improvement.	A poor discussion of the strategies' impact on OPI is included. Much room for improvement.
Recommendations	Recommendations for improvement clearly address the situation and seem very likely to improve the campaign's success.	Recommendations for improvement generally address the situation and seem likely to improve the campaign's success.	Recommendations for improvement slightly address the situation and might improve the campaign's success.	Recommendations for improvement do not clearly address the situation and seem very unlikely to improve the campaign's success.

Average Score: _____ (Total/# of criteria)

Note 1: All criteria are weighted equally