Fermanian School of Business
Management Major PLO #F1 Assessment
2023-2024

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
Spring 2024	13	51.8

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 were achieved in three of the six periods, with the most recent two periods trending upward and meeting the criteria for success.

Changes to be Made Based on Data:
In Spring 2023 and Spring 2024, the criteria for success were 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
2023-2024

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
Spring 2024	**26**	3.77	3.77	3.81	3.81	3.79

Conclusions Drawn from Data:

In Spring 2024, the instructor revised the assignment from a paper to an executive summary and Tableau dashboard. The rubric was revised but major categories were kept. This change reflects an update to the type of work students will be expected to produce in the working environment. All criteria for success were met in Spring 2024.

The criteria for success (average of 3.0 or higher out of 4.0) has been met since Spring 2021 in the areas of Development, Application, and Evaluation. It has been met in the area of Recommendation since Spring 2023. 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 was changed in Spring 2024 as a result of changes in the marketplace. It includes the addition of Tableau, a data visualization software, and an executive summary of conclusions drawn from the data. Rubric categories are 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	The data report clearly connects the data visualization to the operational problem uncovered with the statistical analysis in each visualization for each of the 5 prompts.	The data report clearly connects the data visualization to the operational problem uncovered with the statistical analysis in each visualization for 4 of the questions.	The data report clearly connects the data visualization to the operational problem uncovered with the statistical analysis in each visualization for 3 of the questions.	The data report clearly connects the data visualization to the operational problem uncovered with the statistical analysis in each visualization less than 3 of the questions.
Application of Operational Topics	Paper consistently applies operational topics such as value-stream analysis, process improvement, and lean theories to the data in order to understand opportunities for improvement in each response for all case prompts.	Paper consistently applies operational topics such as value-stream analysis, process improvement, and lean theories to the data in order to understand opportunities for improvement in each response for 4 case prompts.	Paper consistently applies operational topics such as value-stream analysis, process improvement, and lean theories to the data in order to understand opportunities for improvement in each response for 3 case prompts.	Paper consistently applies operational topics such as value-stream analysis, process improvement, and lean theories to the data in order to understand opportunities for improvement in each response for less than 3 case prompts.
Evaluation of Operational Topics	Paper shows all operational topics in the 5 prompts using data visualizations and short text evaluations of the visualization so the reader clearly sees improvement areas.	Paper shows 4 operational topics requested in the prompt using data visualizations and short text evaluations of the visualization so the reader clearly sees improvement areas.	Paper shows 3 operational topics requested in the prompt using data visualizations and short text evaluations of the visualization so the reader clearly sees improvement areas.	Paper shows less than 3 operational topics requested in the prompt using data visualizations and short text evaluations of the visualization so the reader clearly sees improvement areas.
Recommendation for Superior Operational System	Recommendations for the improvements use evidence-based arguments which focuses upon theoretical application of information and data-driven decision-making for all 5 questions.	Recommendations for the improvements use evidence-based arguments which focuses upon the theoretical application of information and data-driven decision-making for 4 questions.	Recommendations for the improvements use evidence-based arguments which focuses upon theoretical application of information and data-driven decision-making for all 3 questions.	Recommendations for the improvements use evidence-based arguments which focuses upon theoretical application of information and data-driven decision-making for less than 3 questions.

*Operational Topics Include Process Improvement, Value Stream Waste Management, Kaizen Improvement Efforts, Process Analytics, Data Visualizations, Descriptive Analytics, Diagnostic Analytics, Root Cause Analysis, Bottleneck Management and Lean Systems.

Average Score: _____ (Total/# of criteria)

Note 1: All criteria are weighted equally

Fermanian School of Business
Management Major Entrepreneurship Concentration PLO #F3 Assessment
2023-2024

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
Spring 2024	40	2.68	2.98	3.10	2.92

Conclusions Drawn from Data:

The criteria for success (average of 3.0 or higher out of 4.0) was not met in the Assessment of Founders or Identify Problem and Solution in Spring 2024. It was met in the Analysis of Start-Up Strategy.

Changes to be Made Based on Data:

In AY 24-25, a task force of management faculty was created to evaluate the management curriculum. This assessment data will be brought to them as they consider curricular changes. 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

Fermanian School of Business
Management Major Supply Chain Concentration PLO #F4 Assessment
2023-2024

Learning Outcome:
Management Major PLO #F4: Analyze the essential elements of a supply chain.

Outcome Measure:
MGT3062 - Final Exam Research Paper

Criteria for Success:
The average score for each criteria of the Management Major PLO #F4 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 #F4 Rubric – Average Student Score:

Semester	# of Assessments	Historical Brief	Transportation and Technology Brief	Tour Analysis Brief	Total
Spring 2024	10	3.00	3.40	2.80	3.07

Conclusions Drawn from Data:

The criteria for success (average of 3.0 or higher out of 4.0) was met in the Historical Brief and Transportation and Technology Brief in Spring 2024. It was not met in the Tour Analysis Brief.

Changes to be Made Based on Data:

No changes are recommended at this time. The professor leading the Supply Chain Concentration left PLNU at the end of AY 23-24, and a new professor took over. Thus, the assessment will change in AY 24-25. Data will continue to be collected and monitored in future semesters.

SUPPLY CHAIN CONCENTRATION PLO #F4 RUBRIC

Point Loma Nazarene University Supply Chain Concentration Learning Outcome #F4: Analyze the essential elements of a supply chain.

Criteria	Excellent 4	Meets Expectations 3	Needs Improvement 2	Does Not Meet Expectations 1
Historical Brief	Comprehensive and detailed history of the Port of San Diego as a distribution center. Thorough coverage of main commodities. Clear explanation of the port's role in goods brought into San Diego/US. Uses at least 4 resources.	Adequate history of the Port of San Diego as a distribution center. Covers main commodities. Explains the port's role in goods brought into San Diego/US. Uses at least 4 resources.	Basic history of the Port of San Diego as a distribution center. Limited coverage of main commodities. Basic explanation of the port's role in goods brought into San Diego/US. Uses fewer than 4 resources.	Incomplete or unclear history of the Port of San Diego as a distribution center. Insufficient coverage of main commodities. Little to no explanation of the port's role in goods brought into San Diego/US. Uses few or no appropriate resources.
Transportation and Technology Brief	Detailed analysis of transportation and technology used at the port. Identifies strengths and weaknesses of current transportation types. Provides clear examples of how technology can address environmental issues. Uses at least 4 resources.	Adequate analysis of transportation and technology used at the port. Identifies strengths and weaknesses of current transportation types. Provides some examples of how technology can address environmental issues. Uses at least 4 resources.	Basic analysis of transportation and technology used at the port. Limited identification of strengths and weaknesses. Few examples of how technology can address environmental issues. Uses fewer than 4 resources.	Incomplete or unclear analysis of transportation and technology used at the port. Insufficient identification of strengths and weaknesses. No examples of how technology can address environmental issues. Uses few or no appropriate resources.
Tour Analysis Brief	Thorough analysis of port operations based on tour notes. Clearly ties port operations to logistics and overall business operations. Identifies and explains the top three considerations for logisticians using the port. Uses at least 4 resources.	Adequate analysis of port operations based on tour notes. Ties port operations to logistics and overall business operations. Identifies and explains the top three considerations for logisticians using the port. Uses at least 4 resources.	Basic analysis of port operations based on tour notes. Limited connection between port operations and logistics/business operations. Identifies fewer than three considerations for logisticians. Uses fewer than 4 resources.	Incomplete or unclear analysis of port operations based on tour notes. Insufficient connection between port operations and logistics/business operations. Little to no identification of considerations for logisticians. Uses few or no appropriate resources.

Average Score: _____ (Total/# of criteria)

Note 1: All criteria are weighted equally