

**Fermanian School of Business  
MBA Concentration Assessment**

**Organizational Leadership Concentration**

A1. Assess organizational issues and make sound recommendations based on organizational behavioral concepts and theories.

**Global Business and Leadership Concentration**

B1. Evaluate the impact of business decisions in a global context.

**Project Management Concentration**

C1. Formulate a project management plan based on project management knowledge, concepts and processes.

**Sport Management Concentration**

D1. Apply strategic decision-making skills to relevant issues in sport management.

<b>PLO</b>	<b>Course</b>	<b>Activity</b>	<b>Measure</b>	<b>Direct/ Indirect</b>	<b>Criteria for Success</b>	<b>Who Will Measure</b>	<b>Collection Schedule</b>
A1	BUS 6010 – Organizational Behavior	Case Study Analysis	Organizational Leadership Concentration PLO #A1 Rubric	Direct	Average student score for each criterion on the Organizational Leadership Concentration PLO #A1 Rubric will be a 3.00 or higher out of 4.0.	2 Full-Time FSB Faculty (excluding course instructor)	Fall, Spring, Summer
B1	BUS 6035 - International Business	Case Study Analysis	Global Context Rubric	Direct	Average total score and average score for each criterion on the Global Context Rubric will be a 3.0 or higher out of 4.0.	2 Full-Time FSB Faculty (excluding course instructor)	Summer
C1	BUS 6067 – Agile Project Management	Project Management Plan	Project Management Concentration PLO #C1 Rubric	Direct	Average student score for each criterion on the Project Management Concentration PLO #C1 Rubric will be a 3.00 or higher out of 4.0.	2 Full-Time FSB Faculty (excluding course instructor)	Spring
D1	KIN 6020 - Marketing, Promotion and Public Relations in Sports	Research Strategy	Sport Management Concentration PLO #D1 Rubric	Direct	Average student score for each criterion on the Sport Management Concentration PLO #D1 Rubric will be a 3.00 or higher out of 4.0.	2 Full-Time FSB Faculty (excluding course instructor)	Spring