

**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.

PLO	Course	Activity	Measure	Direct/ Indirect	Criteria for Success	Who Will Measure	Collection Schedule
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)	Spring
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