**Fermanian School of Business**
**BBA Management Concentration PLO #A1 Assessment**
**2024-2025**

**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 |
| **Fall 2024** | 23 | 50.48 |
| **Summer 2025** | 35 | 67.50 |

[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 4 of the 8 semesters, including the most recent one. In the fall of 2024, the BBA program was revised to remove concentrations from the program. AY 24-25 is the final year of assessing these concentrations.

**Changes to be Made Based on Data:**

No changes to be made due to the removal of concentrations from the BBA program.

**Approved by Assessment Committee 1/16/26**
**Approved by FSB Full Faculty 1/21/26**

**Fermanian School of Business**
**BBA Management Concentration PLO #A2 Assessment**
**2024-2025**

**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 criterion 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 |
| **Fall 2024** | **40** | 3.50 | 3.45 | 3.53 | 3.08 | 3.39 |
| **Summer 2025** | **20** | 3.95 | 4.00 | 3.90 | 3.40 | 3.81 |

**Conclusions Drawn from Data:**
The assignment was revised in the Summer of 2024 to better reflect the marketplace's needs. Since then, the criteria for success have been met. In the fall of 2024, the BBA program was revised to remove concentrations. AY 24-25 is the final year of assessing these concentrations.

**Changes to be Made Based on Data:**
No changes to be made due to the removal of concentrations from the BBA program.

**Approved by Assessment Committee 1/16/26**
**Approved by FSB Full Faculty 1/21/26**

POINT LOMA NAZARENE UNIVERSITY

# 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**
**2024-2025**

**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 |
| **Spring 2025** | 32 | 70.57 |
| **Summer 2025** | 27 | 64.24 |

[1] Number of Students Taking Test

**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 exam was revised in Spring 2025 to better reflect the content delivered in the marketing concentration. The criteria for success were met in both semesters since the exam revision. In the fall of 2024, the BBA program was revised to remove concentrations. AY 24-25 is the final year of assessing these concentrations.

**Changes to be Made Based on Data:**
No changes to be made due to the removal of concentrations from the BBA program.

**Approved by Assessment Committee 1/16/26**
**Approved by FSB Full Faculty 1/21/26**

**Fermanian School of Business**
**BBA Marketing Concentration PLO #B2 Assessment**
**2024-2025**

**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 criterion 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 |
| **Spring 2025** | **40** | 2.93 | 2.63 | 2.48 | 2.68 |
| **Summer 2025** | **60** | 2.77 | 2.75 | 2.65 | 2.72 |

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

**Conclusions Drawn from Data:**
None of the criteria for success were met in the most recent 4 semesters. In the fall of 2024, the BBA program was revised to remove concentrations. AY 24-25 is the final year of assessing these concentrations.

**Changes to be Made Based on Data:**
No changes to be made due to the removal of concentrations from the BBA program.

**Approved by Assessment Committee 1/16/26**
**Approved by FSB Full Faculty 1/21/26**

POINT LOMA NAZARENE UNIVERSITY

# 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