

**BA Organizational Management (BAOM)
GENERAL EDUCATION 2017-18**

Learning Outcome:

GELO 1b Oral Communication: Students will be able to effectively express ideas and information to others through oral communication.

Outcome Measure:

MRD 424 Strategic Plan Presentation and Rubric

Criteria for Success (how do you judge if the students have met your standards):

70% of students will score at or above an average of 80% or above on the rubric.

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:

	Percentage of Students Meeting or Exceeding Success Criteria					
	SU16	FA16	SP17	SU17	FA17	SP18
	N = 7	N = 17	N = 22	N = 0	N = 30	N=20
Strategic Plan Presentation	100%	100%	95.4%	N/A	96.7%	95%

Conclusions Drawn from Data:

The students exceeded the success criteria.

Changes to be Made Based on Data: No changes to be made.

Rubric Used

Strategic Plan Presentation Rubric					
Criteria	Ratings				Pts
This criterion is linked to a Learning Outcome Lit Review Summary	Distinguished: Thorough summary that includes insight gained from the research	Proficient: Summary is complete	Below Expectations: Summary is incomplete and unclear	Non Performance: Lit Review not included	20.0 pts
	20.0 pts	15.0 pts	10.0 pts	0.0 pts	
This criterion is linked to a Learning Outcome The Research Question	Distinguished: The research question is clear and focused	Proficient: The research question is a little unclear, but relevant	Below Expectations: The research question is vague	Non Performance: Research Question is missing.	20.0 pts

	20.0 pts	15.0 pts	10.0 pts	0.0 pts	
This criterion is linked to a Learning Outcome Research Hypothesis	Distinguished: Includes both the null and alternate hypothesis	Proficient: Includes both the null and alternate hypothesis, but they are not clearly stated.	Below Expectations: Is missing the null or research hypothesis.	Non Performance: Hypothesis is missing from presentation	10.0 pts
	10.0 pts	8.0 pts	5.0 pts	0.0 pts	
This criterion is linked to a Learning Outcome Strategic Implementation Plan	Distinguished: Plan is complete and includes timeline and steps	Proficient: Plan is mostly complete with a good sense of timing and steps	Below Expectations: There is some mention of parts of the implementation plan.	Non Performance: Implementation plan is missing.	20.0 pts
	20.0 pts	15.0 pts	10.0 pts	0.0 pts	
This criterion is linked to a Learning Outcome Data Plan	Distinguished: Data plan is complete with statistics mentioned, sources of data, and timeline	Proficient: Data plan is missing only 1 element	Below Expectations: Data plan is mentioned but incomplete.	Non Performance: Data plan is missing.	20.0 pts
	20.0 pts	15.0 pts	10.0 pts	0.0 pts	
This criterion is linked to a Learning Outcome SWOT Analysis	Distinguished: SWOT Analysis includes all 4 components.	Proficient: SWOT Analysis is complete but not explained.	Below Expectations: Some of the SWOT Analysis is missing.	Non Performance: SWOT Analysis is missing	20.0 pts
	20.0 pts	15.0 pts	10.0 pts	0.0 pts	
This criterion is linked to a Learning Outcome Outcomes & Implications	Distinguished: Clear understanding of implications and potential outcomes of strategic plan if implemented, with additional insight.	Proficient: Outcomes and Implications are accurate.	Below Expectations: There is some hesitance in outcomes and implications.	Non Performance: Outcomes & Implications are missing	20.0 pts
	20.0 pts	15.0 pts	10.0 pts	0.0 pts	
This criterion is linked to a Learning Outcome Presentation	Distinguished: Presentation is clear, organized, polished, and colorful.	Proficient: Presentation is clear and organized.	Below Expectations: Presentation lacks polish	Non Performance: Presentation is not organized or clear.	20.0 pts
	20.0 pts	15.0 pts	10.0 pts	0.0 pts	
					Total Points: 150.0