

## MBA Assessment Plan

1. Demonstrate competency of the concepts, models and theories in the core business disciplines. (DQP: Specialized Knowledge)
2. Integrates learning across core business disciplines to identify key strategies and opportunities. (DQP: Broad Integrative Knowledge)
3. Identify business issues and recommend solutions using analytical and critical thinking skills. (DQP: Intellectual Skills)
4. Evaluate the impact of business decisions in a global context. (DQP: Civic and Global Learning)
5. Analyze the ethical impacts of executive-level decision making.
6. Convey ideas and decisions clearly through effective communication.
7. Demonstrate the ability to work collaboratively and function as an effective team member. (DQP: Applied and Collaborative Learning)

PLO 1, 2, and 3 are identified as the intellectual competencies.

PLO	Course	Activity	Measure	Direct/ Indirect	LiveText	Criteria for Success	Who will measure	2-Year Schedule
1	BUS 695 – Strategic Management	Peregrine Comprehensive Exit Exam	Peregrine Comprehensive Exam Results	Direct	N	Score at or above the average total score and the average disciplinary scores of national ACBSP schools.	N/A (Exam Score)	FA 17, SU 18 FA 18, SU 19
2	BUS 695 – Strategic Management	Final Written Case	Integrative Learning Rubric	Direct	Y	The average total score and the average score for each criterion on the Integrative Learning Rubric will be a 3.0 or higher out of 4.0.	2-3 Full-Time MBA Faculty (excluding course instructor)	FA 17, SU 18 FA 18, SU 19
3	BUS 670- Financial Management	Finance Case Study Analysis	Analytical and Critical Thinking Rubric	Direct	Y	The average total score and the average score for each criterion on the Analytical and Critical Thinking Rubric will be a 3.0 or higher out of 4.0.	2-3 Full-Time MBA Faculty (excluding course instructor)	FA 17, SP 18, SU 18 FA 18, SP 19, SU 19
4	BUS 635 - International Business	Final Exam Case Study	Global Context Rubric	Direct	Y	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.	2-3 Full-Time MBA Faculty (excluding course instructor)	SP 18, SU 18 SP 19, SU 19
5	BUS 617 – Business Ethics	Stand Your Ground Paper	Ethical Impacts Rubric	Direct	Y	Average total score and average score for each criterion on the Ethical Impacts Rubric will be a 3.0 or higher out of 4.0.	2-3 Full-Time MBA Faculty (excluding course instructor)	FA 17, SP 18, SU 18 FA 18, SP 19, SU 19
6	BUS695 – Strategic Management	Final Project Presentation	Oral Communication Rubric	Direct	Y	Average total score and average score for each criterion on the Oral Communication Rubric will be a 3.0 or higher out of 4.0.	2-3 Full-Time MBA Faculty (excluding course instructor)	FA 17, SU 18 FA 18, SU 19

	BUS 695 – Strategic Management	Final Written Case	Written Communication Rubric	Direct	Y	The average total score and the average score for each criterion on the Written Communication Rubric will be a 3.0 or higher out of 4.0.	2-3 Full-Time MBA Faculty (excluding course instructor)	FA 17, SU 18 FA 18, SU 19
7	BUS 655 - Marketing	MarkStrat Team-Based Simulation	MarkStrat Simulation Results	Direct	N	70% of the teams will increase their SPI in the MarkStrat Simulation	N/A (Simulation Score)	FA 17, SP 18, SU 18 FA 18, SP 19, SU 19
		Peer Evaluation Survey	Teamwork Rubric	Indirect	N	The average score for each criterion on the Teamwork Rubric will be a 3.5 or higher out of 4.0.	N/A (Student Peer Evaluation Score)	FA 17, SP 18, SU 18 FA 18, SP 19, SU 19

**Fermanian School of Business  
MBA Concentration Assessment**

**Organizational Leadership Concentration**

A1. Apply organizational behavior concepts to analyze and make recommendations regarding corporate culture.

**Innovation and Entrepreneurship Concentration**

B1. Apply innovation and entrepreneurship knowledge and methods in the development of viable innovations.

**Project Management Concentration**

C1. Apply project management knowledge, concepts and processes in the development of a project management plan.

**Healthcare Management Concentration**

D1. Apply project management knowledge, concepts and processes in the development of a project management plan for a healthcare environment.

<b>PLO</b>	<b>Course</b>	<b>Activity</b>	<b>Measure</b>	<b>Direct/ Indirect</b>	<b>LiveText</b>	<b>Criteria for Success</b>	<b>Who Will Measure</b>	<b>2-Year Schedule</b>
A1	BUS 610 – Organizational Behavior	Corporate Culture Case Study Analysis	Organizational Leadership Concentration PLO #A1 Rubric	Direct	Y	Average student score for each criteria on the Organizational Leadership Concentration PLO #A1 Rubric will be a 3.00 or higher	2-3 Full-time FSB Faculty	FA18, SP19
B1	BUS 678 – Applied Innovation	Innovation Tournament using Darwinator Software	Darwinator Software Composite Score	Direct	N	70% of the students will score a 3.0 or higher on a 5.0 scale on at least one innovation	N/A (Software Score Determined by Panel of Experts)	FA18, FA19
C1	BUS 667 – Project Management and Communications	Project Management Plan	Project Management Concentration PLO #C1 Rubric	Direct	Y	Average student score for each criteria on the Project Management Concentration PLO #C1 Rubric will be a 3.00 or higher	2-3 Full-time FSB Faculty	SP18, SP19
D1	BUS 667H – Project Management and Communications for Healthcare Professionals	Project Management Plan with a Healthcare Application	Healthcare Management Concentration PLO #D1 Rubric	Direct	Y	Average student score for each criteria on the Healthcare Management Concentration PLO #D1 Rubric will be a 3.00 or higher	2-3 Full-time FSB Faculty	SP18, SP19