

**B.A. IN ORGANIZATIONAL MANAGEMENT (BAOM)
GENERAL EDUCATION 2016-2017**

Learning Outcome:

GELO 1a Written: Students will be able to effectively express ideas and information to others through written communication.

Outcome Measure:

ETS Proficiency Profile Exam

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

65% of the students will be marginal or proficient at Level 2 Writing.

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 Marginal or Proficient				
	2012-13	2013-14	2014-15	2015-16	2016-17
ETS Proficiency Profile Level 2 Writing	N/A	N/A	N/A	N/A	75.0%

Conclusions Drawn from Data:

75.0% of BAOM seniors met or exceeded the 65% criteria for success in Writing.

Changes to be Made Based on Data:

No changes to be made.

Rubric Used

No rubric. We use the ETS Proficiency Profile test results.

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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 Capstone / Research Presentation & Reporting, Oral Communication 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
	N = 7	N = 17	N = 22		
Strategic Plan Presentation	100%	100%	95.4%		

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

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Learning Outcome:

GELO 1c Information Literacy: Students will be able to access and cite information as well as evaluate the logic, validity, and relevance of information from a variety of sources.

Outcome Measure:

MRD 424 Capstone / Research Presentation & Reporting

The culminating course provides learners with an opportunity to finalize their papers with the creation of a Table of Contents, Abstract, and university signature page. Students also include a Reflection in the Appendix chronicling their journey. The major component of this course is the opportunity to present their papers to an audience of their peers ending with a class celebration.

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 assignment.

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
	N = 7	N = 17	N = 22		
Strategic Plan Report	100%	100%	95.4%		

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 Report 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	30 pts

	30 pts	23 pts	15 pts	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.	30 pts
	30 pts	23 pts	15 pts	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	20 pts
	20 pts	16 pts	11 pts	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.	30 pts
	30 pts	23 pts	15 pts	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.	30 pts
	30 pts	23 pts	15 pts	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	30 pts
	30 pts	23 pts	15 pts	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	30 pts
	30 pts	23 pts	15 pts	0 pts	
					Total Points: 200

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Learning Outcome:

GELO 1d Critical Thinking: Students will be able to examine, critique and synthesize information in order to arrive at reasoned conclusions.

Outcome Measure:

ETS Proficiency Profile Exam

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

70% of the students will be marginal or proficient at Level 2 Reading/Critical Thinking.

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 Marginal or Proficient				
	2012-13	2013-14	2014-15	2015-16	2016-17
ETS Proficiency Profile Level 2 Critical Thinking	N/A	N/A	N/A	N/A	61.1%

Conclusions Drawn from Data:

Only 61.1% of this year's BAOM seniors met or exceeded the 70% criteria for success for Critical Reading/Thinking. This percentage is 8.9% below the benchmark.

Changes to be Made Based on Data:

We need to analyze reasons why the BAOM seniors are not meeting the success criteria for examining, critiquing, and synthesizing information to arrive at reasoned conclusions. Useful future considerations may result in adjustments to pedagogy, curriculum, and academic support.

Rubric Used

No rubric. We use the ETS Proficiency Profile test results.

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Learning Outcome:

GELO 1e Quantitative Reasoning: Students will be able to solve problems that are quantitative in nature.

Outcome Measure:

ETS Proficiency Profile Exam

Outcome Measure:

ETS Proficiency Profile Exam

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

75% of the students will be marginal or proficient at Level 2 Math.

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 Marginal or Proficient				
	2012-13	2013-14	2014-15	2015-16	2016-17
ETS Proficiency Profile Level 2 Math	N/A	N/A	N/A	N/A	58.3%

Conclusions Drawn from Data:

Only 58.3% of this year's BAOM seniors met or exceeded the 75% criteria for success for Quantitative Reasoning. This percentage is 16.7% below the benchmark.

Changes to be Made Based on Data:

Similar to the Critical Reading/Thinking outcome, we need to analyze reasons why the BAOM seniors are not meeting the success criteria regarding their ability to solve problems that are quantitative in nature. Useful future considerations may result in adjustments to pedagogy, curriculum, and academic support.

Rubric Used

No rubric. We use the ETS Proficiency Profile test results.