

**BA ORGANIZATIONAL MANAGEMENT (BAOM)  
GENERAL EDUCATION & CORE COMPETENCIES 2017-2018**

**Learning Outcome:**

GELO 1a & Core Competency 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				
	SP17	FA17	SP18	FA18	SP19
	N = 36	N = 11	N = 19	N = 19	N =
<b>ETS Proficiency Profile Level 2 Writing</b>	75%	36.4%	57.9 %	%	%

**Conclusions Drawn from Data:**

While the current Spring 2018 did not meet the standard, students in this cohort did significantly better than the previous cohort, though not as well as the Spring 2017. All of these students were matriculating in the old version of the capstone courses.

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

The program has changed by redesigning the capstone courses that are now three independent courses with their own research paper projects. However, the cohorts in Spring 2017, Fall 2017 and Spring 2018 were matriculating in the previous version of the capstone courses. They will be the last to do so, and therefore no changes will be made based on this data as every cohort moving forward will have new curriculum.

**Rubric Used**

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

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

**Learning Outcome:**

GELO 1b & Core Competency 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 N = 7	FA16 N = 17	SP17 N = 22	SU17 N = 0	FA17 N = 30	SP18 N=20
<b>Strategic Plan Presentation</b>	<b>100%</b>	<b>100%</b>	<b>95.4%</b>	<b>N/A</b>	<b>96.7%</b>	<b>95%</b>

**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

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

**Learning Outcome:**

GELO 1c & Core Competency 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	SP18
	N = 7	N = 17	N = 22	N = 0	N = 30	N=20
Strategic Plan Report	100%	100%	95.4%	N/A	93.3%	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 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	
					<b>Total Points: 200</b>

**B.A. IN ORGANIZATIONAL MANAGEMENT (BAOM)  
GENERAL EDUCATION & CORE COMPETENCIES 2017-2018**

**Learning Outcome:**

GELO 1d & Core Competency 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				
	SP17	FA17	SP18	FA18	SP19
	N = 36	N = 11	N = 19	N =	N =
<b>ETS Proficiency Profile Level 2 Critical Thinking</b>	61.1%	27.3%	57.9 %	%	%

**Conclusions Drawn from Data:**

While the current Spring 2018 did not meet the standard, students in this cohort did significantly better than the previous cohort, though not as well as the Spring 2017. All of these students were matriculating in the old version of the capstone courses.

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

The program has changed by redesigning the capstone courses that are now three independent courses with their own research paper projects. However, the cohorts in Spring 2017, Fall 2017 and Spring 2018 were matriculating in the previous version of the capstone courses. They will be the last to do so, and therefore no changes will be made based on this data as every cohort moving forward will have new curriculum.

**Rubric Used**

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

**BA ORGANIZATIONAL MANAGEMENT (BAOM)  
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**Learning Outcome:**

GELO 1e & Core Competency 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				
	SP17	FA17	SP18	FA18	SP19
	N = 36	N = 11	N = 19	N =	N =
ETS Proficiency Profile Level 2 Writing	58.3%	36.4%	52.6 %	%	%

**Conclusions Drawn from Data:**

While the current Spring 2018 did not meet the standard, students in this cohort did significantly better than the previous cohort, though not as well as the Spring 2017. All of these students were matriculating in the old version of the capstone courses.

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

The program has changed by redesigning the capstone courses that are now three independent courses with their own research paper projects. However, the cohorts in Spring 2017, Fall 2017 and Spring 2018 were matriculating in the previous version of the capstone courses. They will be the last to do so, and therefore no changes will be made based on this data as every cohort moving forward will have new curriculum.

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