

Fermanian School of Business
BBA Management Concentration PLO #A2 Assessment
2018-2019

Learning Outcome:

BBA Management Concentration PLO #A2: Propose organizational improvements using management knowledge and concepts.

Outcome Measure:

BMG412 – Final Assessment Question

Criteria for Success:

Average student score for each criteria on the BBA Management Concentration PLO #A2 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:

BBA Management Concentration PLO A2 Rubric – Average Student Scores:

Semester	N	Explanation of Key Elements	Implementation Plan	Feasability	Total
Summer 2019	26	3.38	3.08	3.00	3.15

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

Conclusions Drawn from Data:

This signature assignment was first implemented in Summer 2019. Scores met or exceeded the criteria for success in all rubric areas.

Changes to be Made Based on Data:

Initial assessment in Summer 2019 provided baseline scores. Data will continue to be collected.

MANAGEMENT CONCENTRATION PLO A2 RUBRIC

Point Loma Nazarene University BBA Management Concentration Learning Outcome A2: Propose organizational improvements using management knowledge and concepts.

Criteria	Very Good 4	Good 3	Acceptable 2	Poor 1
Explanation of Key Elements	Four key leadership elements are clearly identified and their relationship to the case is thoroughly explained and well- justified.	Four key leadership elements are identified and their relationship to the case is usually explained and usually justified.	Three to four key leadership elements are identified and their relationship to the case is sometimes explained and somewhat justified.	Up to four key leadership elements are identified and their relationship to the case is not clearly explained and nor justified.
Implementation Plan	The entire implementation plan is solid and directly builds upon and references to past case.	The majority of the implementation plan is solid and often builds upon and references the past case.	A few parts of the implementation plan are solid and sometimes build upon and reference the past case.	A solid implementation plan is not provided as it does not build upon nor reference the past case.
Feasibility	The plan is feasible and includes excellent examples of how it could unfold and improve the current situation.	The plan is often feasible and includes great examples of how it could unfold and improve the current situation.	The plan is somewhat feasible and includes fairly good examples of how it could unfold and improve the current situation.	The plan is not clearly feasible and lacks strong examples of how it could unfold and improve the current situation.

Average Score: _____ (Total/# of criteria)

Note 1: All criteria are weighted equally

Fermanian School of Business
BBA Marketing Concentration PLO #B1 Assessment
2018-2019

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 – implemented Spring 2019

Criteria for Success:

Score at or above 60 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

Conclusions Drawn from Data:

The Marketing Major-specific exit exam was implemented in Spring 2019, with an average student score of 55.5.

Changes to be Made Based on Data:

The Spring 2019 assessment score will be used as a baseline. Data will continue to be collected. The assessment committee will analyze the more detailed subtopic data from the Marketing Major-specific exit exam in Spring 2020.

¹ Number of Students Taking Test

Fermanian School of Business
BBA Marketing Concentration PLO #B2 Assessment
2018-2019

Learning Outcome:

BBA Marketing Concentration PLO #B2: Evaluate an integrated marketing communication (IMC) plan using marketing knowledge and concepts.

Outcome Measure:

BMK336 – IMC Plan Evaluation

Criteria for Success:

Average student score for each criteria 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:

BBA Marketing Concentration PLO B2 Rubric – Average Student Scores:

Semester	N	Marketing Strategy	Marketing Tactics	Recommendations	Total
Spring 2019	26	2.88	2.42	2.69	2.66

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

Conclusions Drawn from Data:

This signature assignment was first implemented in Spring 2019. Scores fell below the criteria for success in each area.

Changes to be Made Based on Data:

Through the assessment process, it was noted that the assignment, learning outcome and rubric did not align. Adjustments will be made to this assignment to ensure assessment of the learning outcome. Data will continue to be collected and monitored.

MARKETING CONCENTRATION PLO #B2 RUBRIC

Point Loma Nazarene University Marketing Concentration Learning Outcome #B2: Evaluate an integrated marketing communication (IMC) plan using marketing knowledge and concepts.

Criteria	Very Good 4	Good 3	Acceptable 2	Poor 1
Marketing Strategy	The positioning statement and marketing tactics are clearly articulated. The strategy includes an excellent explanation of how the various tactics will capture the market's attention and motivate them to take action.	The positioning statement and marketing tactics are mentioned. The strategy includes a good explanation of how the various tactics will capture the market's attention and motivate them to take action.	The positioning statement and marketing tactics are somewhat articulated. The strategy includes an adequate explanation of how the various tactics will capture the market's attention and motivate them to take action.	The positioning statement and marketing tactics are not clearly articulated. The strategy includes a poor explanation of how the various tactics will capture the market's attention and motivate them to take action..
Marketing Tactics	An excellent explanation of how the marketing tactics will be employed is clearly communicated and tailored to the target audience. No room for improvement.	A satisfactory explanation of how the marketing tactics will be employed is usually communicated and usually tailored to the target audience. A little room for improvement.	A fair explanation of how the marketing tactics will be employed is somewhat communicated and sometimes tailored to the target audience. Room for improvement.	A poor explanation of how the marketing tactics will be employed is poorly communicated and not tailored to the target audience. Much room for improvement.
Recommendations	Specific recommendations are consistently offered that clearly follow the logic of the analysis and clearly improve the campaign success.	Specific recommendations are usually offered that often follow the logic of the analysis and seem to improve the campaign success.	Specific recommendations are sometimes offered that follow the logic of the analysis and might improve the campaign success.	Few, if any, specific recommendations are offered that rarely follow the logic of the analysis and do not seem improve the campaign success.

Average Score: _____ (Total/# of criteria)

Note 1: All criteria are weighted equally