

MBA Assessment Plan

Rev. 05/15/17

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 16, SU 17 (2) FA 17, SU 18 (2)
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 16, SU 17 (2) FA 17, SU 18 (2)
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 16, SP 17, SU 17 FA 17, SP 18, SU 18
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 17, SU 17(2) SP 18 (2), SU 18(2)
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)	SP 17, SU 17 (2) FA 17 (2), SP 18, SU 18 (2)
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)	SU 17 FA 17, SU 18

	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 16, SU 17 (2) FA 17, SU 18 (2)
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 16, SP 17, SU 17 FA 17, SP 18, SU 18
		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 16, SP 17, SU 17 FA 17, SP 18, SU 18