Fermanian School of Business
BBA Management Concentration PLO #A1 Assessment
2019-2020

Learning Outcome:
BBA Management Concentration PLO #A1: Exhibit an in-depth knowledge of management theory.

Outcome Measure:
Management Major-Specific Exit Exam Results – implemented Summer 2020

Criteria for Success:
Score at or above TBD on the Management 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
Summer 2020	15	57.8

Conclusions Drawn from Data:
The Management Major-specific exit exam was implemented in Summer 2020, with an average student score of 57.8.

Changes to be Made Based on Data:
The Summer 2020 assessment score will be used as a baseline. Data will continue to be collected.

[1] Number of Students Taking Test

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

Outcome Measure:
BMG4012 – 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

Longitudinal Data:

BBA Management Concentration PLO A2 Rubric – Average Student Scores:

Semester	N	Explanation of Key Elements	Implementation Plan	Feasibility	Total
Summer 2019	26	3.38	3.08	3.00	3.15
Summer 2020	30	3.67	3.07	3.23	3.32

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

Conclusions Drawn from Data:
Scores met or exceeded the criteria for success in all rubric areas for both semesters.

Changes to be Made Based on Data:
No changes recommended as criteria for success met for all areas in both semesters. Data will continue to be collected and monitored in future semesters.

MANAGEMENT CONCENTRATION PLO A2 RUBRIC

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

Criteria	Excellent 4	Meets Expectations 3	Needs Improvement 2	Does Not Meet Expectations 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 #B2 Assessment
2019-2020

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

Outcome Measure:
BMK3036 – Simulation Briefing Paper

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 (revised assignment & rubric):

BBA Marketing Concentration PLO B2 Rubric – Average Student Scores (Rubric as of Spring 2020):

Semester	N	Strategies	Impact on OPI	Recommendations	Total
Spring 2020	26	2.96	3.15	2.38	2.83

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

Conclusions Drawn from Data:
This signature assignment was first implemented in Spring 2020. Scores fell below the criteria for success in the area of Recommendations, within 0.04 in the area of Strategies, and met the criteria for success in the area of Impact on OPI.

Changes to be Made Based on Data:
While there is only one semester of data, through the assessment process, it was identified that the area of Recommendations would improve significantly if student's recommendations outlined specific and actionable details regarding how to produce better results in the future. In Spring 2021, the faculty member will review and consider adjustments to content based on assessor input, as necessary, to improve the area of Recommendations. 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 plan using marketing knowledge and concepts.

Criteria	Excellent 4	Meets Expectations 3	Needs Improvement 2	Does Not Meet Expectations 1
Strategies	Marketing communication strategies are clearly described and include a very logical explanation for how they were selected based on market(s) and target audience(s).	Marketing communication strategies are described and include a logical explanation for how they were selected based on market(s) and target audience(s).	Marketing communication strategies are briefly described and include a somewhat logical explanation for how they were selected based on market(s) and target audience(s).	Marketing communication strategies are not clearly described and do not include a logical explanation for how they were selected based on market(s) and target audience(s).
Impact on OPI (Overall Performance Index Score)	An excellent discussion of the strategies' impact on OPI is included. No room for improvement.	A satisfactory discussion of the strategies' impact on OPI is included. A little room for improvement.	A fair discussion of the strategies' impact on OPI is included. Some room for improvement.	A poor discussion of the strategies' impact on OPI is included. Much room for improvement.
Recommendations	Recommendations for improvement clearly address the situation and seem very likely to improve the campaign's success.	Recommendations for improvement generally address the situation and seem likely to improve the campaign's success.	Recommendations for improvement slightly address the situation and might improve the campaign's success.	Recommendations for improvement do not clearly address the situation and seem very unlikely to improve the campaign's success.

Average Score: _____ (Total/# of criteria)

Note 1: All criteria are weighted equally