

**Fermanian School of Business
Management Major PLO #F2 Assessment
2019-2020**

Learning Outcome:

Management Major PLO #F2: Assess the competitive advantage of a business based on management concepts.

Outcome Measure:

MGT4084 – Comparative Operational Analysis (implemented Spring 2018)

Criteria for Success:

The average score for each criteria of the Management Major PLO #F2 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:

Management Major PLO #F2 Rubric – Average Student Score:

Semester	# of Assessments	Development	Application	Evaluation	Recommendation	Total
Spring 2018	14	3.31	3.38	3.44	3.19	3.33
Spring 2019	40	2.83	3.03	2.95	3.03	2.96
Spring 2020	40	2.60	2.53	2.20	1.68	2.25

Conclusions Drawn from Data:

The criteria for success (average of 3.0 or higher out of 4.0) was met in two of three semesters in the rubric criteria areas of Application and Recommendation. The criteria for success was met in one of the three semesters in the rubric criteria areas of Development and Evaluation. Given that Spring 2020 is significantly lower than the prior periods (especially in the areas of Evaluation and Recommendation), Spring 2020 data may be an outlier.

Changes to be Made Based on Data:

As there are only three semesters of data, and Spring 2020 data may be an outlier, more data will be gathered before making changes to the curriculum. However, through the assessment process, a need was recognized for improving the clarity of the assigned instructions, especially in the area of Recommendation. In addition, a need was recognized for a sample paper and/or a faculty or peer review of a draft paper.

**Approved by Assessment Committee 10.20.20
Approved by FSB Full Faculty 10.21.20**

MANAGEMENT MAJOR PLO #F2 RUBRIC

Point Loma Nazarene University Management Major Learning Outcome #F2. Assess the competitive advantage of a business based on management concepts.

Criteria	Excellent 4	Meets Expectations 3	Needs Improvement 2	Does Not Meet Expectations 1
Development of Operational Topics	Paper clearly identifies all ten operational topics* and clearly defines/explains them based on Simchi-Levi's text, <i>Operations Rules</i> .	Paper clearly identifies most relevant operational topics* and usually defines/explains them based on Simchi-Levi's text, <i>Operations Rules</i> .	Paper identifies some relevant operational topics* and sometimes defines/explains them based on Simchi-Levi's text, <i>Operations Rules</i> .	Paper lacks identification of relevant operational topics* and rarely, if at all, defines/explains them based on Simchi-Levi's text, <i>Operations Rules</i> .
Application of Operational Topics	Paper consistently applies operational topics and theories to the data in order to understand each organization's financial outlook.	Paper often applies operational topics and theories to the data in order to understand each organization's financial outlook.	Paper sometimes applies operational topics and theories to the data in order to understand each organization's financial outlook.	Paper rarely, if ever, applies operational topics and theories to the data in order to understand each organization's financial outlook.
Evaluation of Operational Topics	Paper includes a comprehensive evaluation of all ten operational topics for the organizations under consideration.	Paper includes somewhat comprehensive evaluation of most (8-9) of the operational topics for the organizations under consideration.	Paper includes a brief evaluation of some (6-7) of the operational topics for the organizations under consideration.	Paper includes a vague evaluation of only a few operational topics (5 or less) for the organizations under consideration.
Recommendation for Superior Operational System	Recommendations for the superior company make use of evidence-based arguments which focus upon theoretical application of information and data.	Recommendations for the superior company usually make use of evidence-based arguments which focus upon theoretical application of information and data.	Recommendations for the superior company sometimes make use of evidence-based arguments which focus upon theoretical application of information and data.	Recommendations for the superior company rarely, if ever, make use of evidence-based arguments and lack theoretical application of information and data.

*Operational Topics Include: Value Proposition, Alignment of operational strategy to value proposition, Matching products, Markets and strategies, Procurement methods, Risk management, Information systems and management, Operational excellence created with high involvement management, Operational flexibility with teams, Learning and cross training, Sustainability, and Resiliency

Average Score: _____ (Total/# of criteria)

Note 1: All criteria are weighted equally

Fermanian School of Business
Management Major Entrepreneurship Concentration PLO #F3 Assessment
2019-2020

Learning Outcome:

Management Major PLO #F3: Analyze a startup pitch based on entrepreneurship knowledge and concepts.

Outcome Measure:

MGT3082 – Pitch Analysis (implemented Spring 2018)

Criteria for Success:

The average score for each criteria of the Management Major PLO #F3 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:

Management Major PLO #F3 Rubric – Average Student Score:

Semester	# of Assessments	Assessment of Founders	Identify Problem and Solution	Strategy Analysis	Total
Spring 2019	40	3.28	3.28	3.20	3.25
Spring 2020	40	3.10	3.33	3.28	3.23

Conclusions Drawn from Data:

The criteria for success (average of 3.0 or higher out of 4.0) were met in all three rubric criteria areas in Spring 2019 and Spring 2020.

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.

ENTREPRENEURSHIP CONCENTRATION PLO #F3 RUBRIC

Point Loma Nazarene University Entrepreneurship Concentration Learning Outcome #F3: Analyze a startup pitch based on entrepreneurship knowledge and concepts.

Criteria	Excellent 4	Meets Expectations 3	Needs Improvement 2	Does Not Meet Expectations 1
Assessment of Founders	Response includes an excellent assessment of the founders' ability to build a successful and scalable venture by addressing all of the following considerations: the founders' passion, experience, traits, and skill sets.	Response includes a good assessment of the founders' ability to build a successful and scalable venture by addressing most of the following considerations: the founders' passion, experience, traits, and skill sets.	Response includes an adequate assessment of the founders' ability to build a successful and scalable venture by addressing several of the following considerations: the founders' passion, experience, traits, and skill sets.	Response includes a poor assessment of the founders' ability to build a successful and scalable venture and does not address the following considerations: the founders' passion, experience, traits, and skill sets.
Identification of Problem & Solution	Response does an excellent job addressing whether or not a need/problem is identified AND a viable solution is recommended in the form of a strong value proposition.	Response does a good job addressing whether or not a need/problem is identified AND a viable solution is recommended in the form of a strong value proposition.	Response does a fine job addressing whether or not a need/problem is identified AND a viable solution is recommended in the form of a strong value proposition.	Response does a poor job addressing whether or not a need/problem is identified AND a viable solution is recommended in the form of a strong value proposition.
Analysis of Start-Up Strategy	Decision to invest or not to invest in venture is clearly justified by looking at strengths or deficiencies in marketing plan, distribution plan, and scalability.	Decision to invest or not to invest in venture is often justified by looking at strengths or deficiencies in marketing plan, distribution plan, and scalability.	Decision to invest or not to invest in venture is somewhat justified by looking at strengths or deficiencies in marketing plan, distribution plan, and scalability.	Decision to invest or not to invest in venture is not justified by looking at strengths or deficiencies in marketing plan, distribution plan, and scalability.

Average Score: _____ (Total/# of criteria)

Note 1: All criteria are weighted equally

Fermanian School of Business
Management Major Global Business Concentration PLO #F4 Assessment
2019-2020

Learning Outcome:

Management Major PLO #F4: Analyze essential elements of conducting business globally.

Outcome Measure:

ECO4010 – Case Study (implemented Spring 2019)

Criteria for Success:

The average score for each criteria of the Management Major PLO #F4 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:

Management Major PLO #F4 Rubric – Average Student Score:

Semester	# of Assessments	Identify Global Issues	Long-term Strategy	Advice on Global Expansion	Total
Spring 2019	20	3.25	2.40	2.55	2.73
Spring 2020	12	3.17	2.83	3.08	3.03

Conclusions Drawn from Data:

The criteria for success (average of 3.0 or higher out of 4.0) was met in the area of Identify Global Issues for both semesters assessed, and for the area of Advice on Global Expansion in one of the semesters assessed (most recent semester – Spring 2020). Student scores fell below the criteria for success in the areas of Long-term Strategy for both semesters assessed; however, there was an upward trend in Spring 2020 for this area.

Changes to be Made Based on Data:

In Spring 2020, the instructor reviewed and adjusted course content to enable the students to better develop their ability to analyze essential elements of conducting business globally. It appears these adjustments contributed to the improved scores. In Spring 2021, the instructor will continue to review and adjust course content, as necessary, especially in the area of articulating a Long-term Strategy in conducting business globally. Data will continue to be collected and monitored in future semesters.

GLOBAL BUSINESS CONCENTRATION PLO #F4 RUBRIC

Point Loma Nazarene University Global Business Concentration Learning Outcome #F4: Analyze essential elements of conducting business globally.

Criteria	Excellent 4	Meets Expectations 3	Needs Improvement 2	Does Not Meet Expectations 1
Identification of Global Economic Issues	At least three global economic issues are identified and thoroughly explained.	Two global economic issues are identified and explained.	One global economic issue is identified and somewhat explained.	No global economic issues are identified.
Long-term Strategy	A long-term strategy is clearly stated and multiple economic thinking tools (i.e. cost-benefit analysis, marginal analysis, comparative analysis, etc.) are used to thoroughly support the strategy.	A long-term strategy is stated and at least one economic thinking tool is used to support the strategy.	A long-term strategy is present but vague. At least one economic thinking tool is mentioned but lack relevance to the strategy.	Long-term strategy is not stated and no economic thinking tools are mentioned.
Advice on Global Expansion	Recommendation for global expansion is clear and considers multiple relevant global business variables (i.e. consumerism, culture, government involvement, etc.)	Recommendation for global expansion is clear and considers at least one global business variable.	Recommendation for global expansion is clear but lacks relevant support.	Recommendation for global expansion is not present.

Average Score: _____ (Total/# of criteria)

Note 1: All criteria are weighted equally