

**Fermanian School of Business  
BBA Management Concentration PLO #A1 Assessment  
2020-2021**

**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:**

**Management Major-Specific Exit Exam - Average Student Score:**

Semester	N <sup>1</sup>	Score
Summer 2020	15	57.8
Summer 2021	31	56.5

**Conclusions Drawn from Data:**

The Management Major-specific exit exam was implemented in Summer 2020. The average student scores were 57.8 and 56.5 in Summer 2020 and Summer 2021, respectively.

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

Based on the limited data, no changes are recommended at this time. Data will continue to be collected and an appropriate criteria for success will be set in Fall 2022.

<sup>1</sup> Number of Students Taking Test

**Fermanian School of Business**  
**BBA Management Concentration PLO #A2 Assessment**  
**2020-2021**

**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
Summer 2021	40	3.23	3.18	3.03	3.15

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 all three semesters.

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

No changes recommended as criteria for success met for all areas in all three 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	<b>Excellent 4</b>	<b>Meets Expectations 3</b>	<b>Needs Improvement 2</b>	<b>Does Not Meet Expectations 1</b>
<b>Explanation of Key Elements</b>	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 not justified.
<b>Implementation Plan</b>	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.
<b>Feasibility</b>	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)

**Fermanian School of Business  
BBA Marketing Concentration PLO #B1 Assessment  
2020-2021**

**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 TBD 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 <sup>1</sup>	Score
Spring 2019	12	55.5
Spring 2021	31	58.6

**Conclusions Drawn from Data:**

The Marketing Major-specific exit exam was implemented in Spring 2019. The average student scores were 55.5 and 58.6 in Spring 2019 and Spring 2021, respectively.

No data was collected Spring 2020 due to Covid.

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

Based on the limited data, no changes are recommended at this time. Data will continue to be collected and an appropriate criteria for success will be set in Fall 2022.

<sup>1</sup> Number of Students Taking Test

**Fermanian School of Business**  
**BBA Marketing Concentration PLO #B2 Assessment**  
**2020-2021**

**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
Spring 2021	40	3.23	3.21	2.54	2.99

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

**Conclusions Drawn from Data:**

This signature assignment was first implemented in Spring 2020. The criteria for success (average of 3.0 or higher out of 4.0) was met in both semesters in the area of Impact on OPI. The criteria of success was met in one of the two semesters for the area of Strategies, and was only .04 below for Spring 2020. Scores were below the criteria for success in both semesters for Recommendations; however, the score improved in Spring 2021 compared to 2020.

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

Through the assessment process in AY 19-20, 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 made some adjustments to content based on assessor input, as necessary, to improve the area of Recommendations. While the score improved in Spring 2021, it is still below the criteria for success. The faculty member will make further adjustments to content and consider making changes to the assignment instructions during Spring 2022, in order to further improve the Recommendations scores. Data will continue to be collected and monitored.

**Draft 10.13.21**  
**Approved by Assessment Committee 10.20.21**  
**Approved by FSB Full Faculty 11.01.21**

## 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.

<b>Criteria</b>	<b>Excellent 4</b>	<b>Meets Expectations 3</b>	<b>Needs Improvement 2</b>	<b>Does Not Meet Expectations 1</b>
<b>Strategies</b>	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).
<b>Impact on OPI (Overall Performance Index Score)</b>	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.
<b>Recommendations</b>	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