

**Fermanian School of Business  
Management Major PLO #F1 Assessment  
2020-2021**

**Learning Outcome:**

Management Major PLO #F1: Exhibit an in-depth knowledge of management theory.

**Outcome Measure:**

Management Major-Specific Exit Exam Results – implemented Spring 2018

**Criteria for Success:**

Score at or above 60 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

**Longitudinal Data:**

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

Semester	N <sup>1</sup>	Score
Spring 2018	9	50
Spring 2019	21	47.4
Spring 2021	17	47.4

**Conclusions Drawn from Data:**

The Management Major-specific Exit Exam was implemented in Spring 2018. The criteria for success was initially set at 60.

No data was collected in Spring 2020 due to Covid.

The criteria for success was not achieved in any of the three periods assessed.

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

The Management curriculum was revised effective AY 17-18. The new curriculum includes MGT3020 Organizational Behavior, MGT3074 Human Resources Management, and MGT4084 Operations Management as part of the Management major core. Additionally, course timing was adjusted to ensure students take MGT3020 and MGT3074 prior to taking MGT4084. The Management Major-specific Exit Exam consists of content from MGT3020, MGT3074 and MGT4084.

Based on the limited data, no changes are recommended at this time. The assessment committee will revisit the criteria for success in Fall 2021.

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

**Fermanian School of Business  
Management Major PLO #F2 Assessment  
2020-2021**

**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
Spring 2021	40	3.68	3.58	3.50	3.48	3.56

**Conclusions Drawn from Data:**

The criteria for success (average of 3.0 or higher out of 4.0) was met in three of four semesters in the rubric criteria areas of Application and Recommendation, including the most recent semester. The criteria for success was met in two of the four semesters in the rubric criteria areas of Development and Evaluation, including the most recent semester. 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:**

Through the assessment process in AY 19-20, 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. Both of these changes were implemented in AY 20-21. No additional changes need to be made at this time.

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

## 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	<b>Excellent 4</b>	<b>Meets Expectations 3</b>	<b>Needs Improvement 2</b>	<b>Does Not Meet Expectations 1</b>
<b>Development of Operational Topics</b>	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> .
<b>Application of Operational Topics</b>	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.
<b>Evaluation of Operational Topics</b>	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.
<b>Recommendation for Superior Operational System</b>	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**  
**2020-2021**

**Learning Outcome:**

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

**Outcome Measure:**

MGT3082 – Startup 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	Analysis of Start-Up Strategy	Total
Spring 2019	40	3.28	3.28	3.20	3.25
Spring 2020	40	3.10	3.33	3.28	3.23
Spring 2021	40	2.98	3.10	2.95	3.01

**Conclusions Drawn from Data:**

The criteria for success (average of 3.0 or higher out of 4.0) was met in the rubric criteria area of Identify Problem and Solution in all three periods. The criteria for success was met in the rubric criteria areas of Assessment of Founders and Analysis of Start-Up Strategy in two of the three periods; however, was only .05 - .02 under the criteria of success for the one period under 3.0.

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

No changes are recommended at this time. 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
<b>Assessment of Founders</b>	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.
<b>Identification of Problem &amp; Solution</b>	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.
<b>Analysis of Start-Up Strategy</b>	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**  
**2020-2021**

**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
Spring 2021	40	3.78	3.03	2.98	3.26

**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 all three semesters assessed, and for the area of Advice on Global Expansion in one of the three semesters assessed; however, was only .02 below the criteria for success in the last period. Student scores fell below the criteria for success in the areas of Long-term Strategy for one of the three semesters assessed; however, it was above 3.0 in the most recent semester.

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

In Spring 2020 and 2021, 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. No further adjustments are necessary at this time.

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

## 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
<b>Identification of Global Economic Issues</b>	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.
<b>Long-term Strategy</b>	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.
<b>Advice on Global Expansion</b>	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