

## MBA Assessment Plan

1. Exhibit mastery of the concepts, models and theories in the core business disciplines. (DQP: Specialized Knowledge)
2. Integrate knowledge across core business disciplines to identify key strategies and opportunities. (DQP: Broad Integrative Knowledge)
3. Analyze business issues and propose 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. Present ideas and decisions clearly through effective communication.
7. Collaborate with others 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	Portfolio	Criteria for Success	Who will measure	Collection Schedule
1	BUS 6095 – Strategic Management	Peregrine Comprehensive Exit Exam	Peregrine Comprehensive Exam Results	Direct	N	Score at or above the set criteria for success in each discipline area.	N/A (Exam Score)	Fall, Spring, Summer
2	BUS 6095 – Strategic Management	Final Strategy Paper	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 Full-Time MBA Faculty (excluding course instructor)	Fall, Spring, Summer
3	BUS 6070-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 Full-Time MBA Faculty (excluding course instructor)	Fall, Spring, Summer
4	BUS 6035 -International Business	Case Study Analysis	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 Full-Time MBA Faculty (excluding course instructor)	Spring, Summer
5	BUS 6017/6029 – Business Ethics	Take Your Stand 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 Full-Time MBA Faculty (excluding course instructor)	Fall, Spring, Summer
6	BUS 6095 – Strategic Management	Final Article 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 Full-Time MBA Faculty (excluding course instructor)	Fall, Spring, Summer

	BUS 6095 – Strategic Management	Final Strategy Paper	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 Full-Time MBA Faculty (excluding course instructor)	Fall, Spring, Summer
7	BUS 6072 – Developing an Entrepreneurial Mindset	Everest Simulation	Everest Simulation Performance Results	Direct	N	Teams will accomplish an average of 65% of team goals.	N/A (Simulation Score)	Spring, Summer
		Peer Evaluation	Everest Simulation Team Effectiveness Score	Indirect	N	Teams will average a 4.0 on a 5.0 scale on the Everest Module Team Effectiveness rating.	N/A (Student Peer Evaluation Score)	Spring, Summer

**Fermanian School of Business  
MBA Concentration Assessment**

**Organizational Leadership Concentration**

A1. Asses organizational issues and make sound recommendations based on organizational behavioral concepts and theories.

**Innovation and Entrepreneurship Concentration**

B1. Create viable business opportunities using innovation and entrepreneurship methods and knowledge.

**Project Management Concentration**

C1. Formulate a project management plan based on project management knowledge, concepts and processes.

<b>PLO</b>	<b>Course</b>	<b>Activity</b>	<b>Measure</b>	<b>Direct/ Indirect</b>	<b>Portfolium</b>	<b>Criteria for Success</b>	<b>Who Will Measure</b>	<b>Collection Schedule</b>
A1	BUS 6010 – Organizational Behavior	Case Study Analysis	Organizational Leadership Concentration PLO #A1 Rubric	Direct	Y	Average student score for each criteria on the Organizational Leadership Concentration PLO #A1 Rubric will be a 3.00 or higher	2 Full-time FSB Faculty	Spring
B1	BUS 6078 – Applied Innovation	Innovation Tournament using Darwinator Software	Darwinator Software Composite Score	Direct	N	70% of the students will score a 6.5 or higher on a 10.0 scale on at least one innovation	N/A (Software Score Determined by Panel of Experts)	Fall
C1	BUS 6067 – Project Management and Communications	Project Management Plan	Project Management Concentration PLO #C1 Rubric	Direct	Y	Average student score for each criteria on the Project Management Concentration PLO #C1 Rubric will be a 3.00 or higher	2 Full-time FSB Faculty	Spring