



**LEARNING OUTCOMES DATA REPORT**  
**Bachelor of Business Administration (Credit Hour)**  
**Fall 1 2018 - Summer 1 2020**

MGTU-301						n =235
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete	
<i>ILO 5 - Integrated Learning: Connections to Experience or Among Disciplines</i>	84.7% (199)	14.9% (35)	0.4% (1)	0.0% (0)	0.0% (0)	
<i>ILO 5 - Integrated Learning: Transfer</i>	83.0% (195)	15.7% (37)	1.3% (3)	0.0% (0)	0.0% (0)	
<i>ILO 5 - Integrated Learning: Reflection and Self-Assessment</i>	84.7% (199)	14.0% (33)	1.3% (3)	0.0% (0)	0.0% (0)	
<i>ILO 5 - Integrated Learning: Comprehend and apply management concepts and theories</i>	80.4% (189)	18.7% (44)	0.9% (2)	0.0% (0)	0.0% (0)	
<b>Average Performance Levels</b>	<b>83.2%</b>	<b>15.8%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.0%</b>	

MGTU-310						n 77
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete	
<i>ILO 1 - Applied Learning: Introduction</i>	49.4% (38)	26.0% (20)	22.1% (17)	1.3% (1)	1.3% (1)	
<i>ILO 1 - Applied Learning: Business Organization</i>	36.4% (28)	44.2% (34)	16.9% (13)	2.6% (2)	0.0% (0)	
<i>ILO 1 - Applied Learning: Employee Arrangement</i>	40.3% (31)	37.7% (29)	16.9% (13)	5.2% (4)	0.0% (0)	
<i>ILO 1 - Applied Learning: Real Property</i>	33.8% (26)	37.7% (29)	18.2% (14)	9.1% (7)	1.3% (1)	
<i>ILO 1 - Applied Learning: Personal Property</i>	29.9% (23)	33.8% (26)	23.4% (18)	7.8% (6)	5.2% (4)	
<i>ILO 1 - Applied Learning: Sales Activity &amp; Consumer Protection</i>	24.7% (19)	31.2% (24)	32.5% (25)	9.1% (7)	2.6% (2)	
<i>ILO 1 - Applied Learning: Business Risk</i>	29.9% (23)	29.9% (23)	28.6% (22)	6.5% (5)	5.2% (4)	
<i>ILO 1 - Applied Learning: Conclusion</i>	45.5% (35)	23.4% (18)	16.9% (13)	10.4% (8)	1.3% (1)	
<i>ILO 1 - Applied Learning: Research and References</i>	40.3% (31)	31.2% (24)	19.5% (15)	9.1% (7)	0.0% (0)	
<b>Average Performance Levels</b>	<b>36.7%</b>	<b>32.8%</b>	<b>21.7%</b>	<b>6.8%</b>	<b>1.9%</b>	

MGTU-315						n 50
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete	
<i>PLO 1 - Communication : Content Accuracy</i>	60.0% (30)	40.0% (20)	0.0% (0)	0.0% (0)	0.0% (0)	
<i>PLO 1 - Communication : Writing and Organization</i>	84.0% (42)	16.0% (8)	0.0% (0)	0.0% (0)	0.0% (0)	
<i>PLO 1 - Communication : Understanding of Theory and/or Critical Concepts</i>	88.0% (44)	10.0% (5)	2.0% (1)	0.0% (0)	0.0% (0)	
<i>PLO 1 - Communication : Application of Theory</i>	72.0% (36)	26.0% (13)	2.0% (1)	0.0% (0)	0.0% (0)	
<i>PLO 1 - Communication : Synthesis</i>	84.0% (42)	14.0% (7)	2.0% (1)	0.0% (0)	0.0% (0)	
<b>Average Performance Levels</b>	<b>77.6%</b>	<b>21.2%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>0.0%</b>	

MGTU-400						n =246
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete	
<i>PLO 3 - Global: Content Accuracy</i>	79.3% (195)	15.9% (39)	3.7% (9)	1.2% (3)	0.0% (0)	
<i>PLO 3 - Global: Writing and Organization</i>	65.0% (160)	20.3% (50)	6.5% (16)	8.1% (20)	0.0% (0)	
<i>PLO 3 - Global: Understanding of Theory and/or Critical Concepts</i>	72.8% (179)	21.1% (52)	4.9% (12)	1.2% (3)	0.0% (0)	
<i>PLO 3 - Global: Application of Theory</i>	74.0% (182)	21.5% (53)	3.7% (9)	0.8% (2)	0.0% (0)	
<i>PLO 3 - Global: Synthesis</i>	73.2% (180)	21.1% (52)	4.1% (10)	1.6% (4)	0.0% (0)	
<b>Average Performance Levels</b>	<b>72.9%</b>	<b>20.0%</b>	<b>4.6%</b>	<b>2.6%</b>	<b>0.0%</b>	

MGTU-410						n =113
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete	
<i>PLO 5 - Business Functions/Processes: Content Accuracy</i>	61.9% (70)	28.3% (32)	5.3% (6)	4.4% (5)	0.0% (0)	
<i>PLO 5 - Business Functions/Processes: Writing and</i>	48.7% (55)	43.4% (49)	7.1% (8)	0.9% (1)	0.0% (0)	

Organization						
<i>PLO 5 - Business Functions/Processes: Understanding of Theory and/or Critical Concepts</i>	66.4% (75)	25.7% (29)	7.1% (8)	0.9% (1)	0.0%	(0)
<i>PLO 5 - Business Functions/Processes: Application of Theory</i>	69.9% (79)	23.9% (27)	4.4% (5)	1.8% (2)	0.0%	(0)
<i>PLO 5 - Business Functions/Processes: Synthesis</i>	56.6% (64)	35.4% (40)	7.1% (8)	0.9% (1)	0.0%	(0)
<b>Average Performance Levels</b>	<b>60.7%</b>	<b>31.3%</b>	<b>6.2%</b>	<b>1.8%</b>	<b>0.0%</b>	

MKTU-301 <span style="float: right;">n 45</span>						
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete	
<i>PLO 4 - Technology: Product or Service</i>	80.0% (36)	20.0% (9)	0.0% (0)	0.0% (0)	0.0%	(0)
<i>PLO 4 - Technology: Marketing Strategy</i>	28.9% (13)	57.8% (26)	8.9% (4)	4.4% (2)	0.0%	(0)
<i>PLO 4 - Technology: Competitive Analysis</i>	57.8% (26)	24.4% (11)	13.3% (6)	4.4% (2)	0.0%	(0)
<i>PLO 4 - Technology: Technology</i>	71.1% (32)	20.0% (9)	4.4% (2)	4.4% (2)	0.0%	(0)
<i>PLO 4 - Technology: Critical Analysis</i>	73.3% (33)	20.0% (9)	4.4% (2)	2.2% (1)	0.0%	(0)
<i>PLO 4 - Technology: APA and Sources</i>	48.9% (22)	28.9% (13)	11.1% (5)	11.1% (5)	0.0%	(0)
<i>PLO 4 - Technology: Writing Mechanics</i>	33.3% (15)	37.8% (17)	26.7% (12)	2.2% (1)	0.0%	(0)
<b>Average Performance Levels</b>	<b>56.2%</b>	<b>29.8%</b>	<b>9.8%</b>	<b>4.1%</b>	<b>0.0%</b>	

MKTU-301 <span style="float: right;">n 58</span>						
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete	
<i>ILO 2 - Innovation and Creativity: Analysis</i>	72.4% (42)	22.4% (13)	3.4% (2)	0.0% (0)	0.0%	(0)
<i>ILO 2 - Innovation and Creativity: Embracing Contradictions</i>	72.4% (42)	20.7% (12)	5.2% (3)	0.0% (0)	0.0%	(0)
<i>ILO 2 - Innovation and Creativity: Innovative Thinking</i>	75.9% (44)	19.0% (11)	3.4% (2)	0.0% (0)	0.0%	(0)
<b>Average Performance Levels</b>	<b>73.6%</b>	<b>20.7%</b>	<b>4.0%</b>	<b>0.0%</b>	<b>0.0%</b>	

OLCU-350						n =136
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete	
<i>PLO 2 - Ethics: Content Accuracy</i>	75.7% (103)	16.2% (22)	6.6% (9)	1.5% (2)	0.0% (0)	
<i>PLO 2 - Ethics: Critical Analysis</i>	64.7% (88)	23.5% (32)	10.3% (14)	1.5% (2)	0.0% (0)	
<i>PLO 2 - Ethics: Application/Learning</i>	64.7% (88)	26.5% (36)	7.4% (10)	1.5% (2)	0.0% (0)	
<i>PLO 2 - Ethics: Writing Mechanics/APA</i>	44.9% (61)	28.7% (39)	19.9% (27)	5.1% (7)	1.5% (2)	
<i>PLO 2 - Ethics: Use of Sources</i>	64.0% (87)	9.6% (13)	5.1% (7)	20.6% (28)	0.7% (1)	
<b>Average Performance Levels</b>	<b>62.8%</b>	<b>20.9%</b>	<b>9.9%</b>	<b>6.0%</b>	<b>0.4%</b>	

OLCU-350						n =110
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete	
<i>ILO 3 - Civic Engagement: Analysis of Knowledge</i>	80.0% (88)	4.5% (5)	14.5% (16)	0.9% (1)	0.0% (0)	
<i>ILO 3 - Civic Engagement: Civic Identity</i>	84.5% (93)	14.5% (16)	0.0% (0)	0.9% (1)	0.0% (0)	
<i>ILO 3 - Civic Engagement: Civic Reflection</i>	89.1% (98)	10.0% (11)	0.0% (0)	0.9% (1)	0.0% (0)	
<b>Average Performance Levels</b>	<b>84.5%</b>	<b>9.7%</b>	<b>4.8%</b>	<b>0.9%</b>	<b>0.0%</b>	

OLCU-425						n 92
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete	
<i>PLO 1 - Diversity: Diversity Leadership</i>	71.7% (66)	18.5% (17)	8.7% (8)	1.1% (1)	0.0% (0)	
<i>ILO 4 - Global Cultures: Cross-Cultural Communication</i>	68.5% (63)	21.7% (20)	9.8% (9)	0.0% (0)	0.0% (0)	



<i>PLO 1 - Diversity: Cultural Intelligence</i>	65.2% (60)	20.7% (19)	10.9% (10)	3.3% (3)	0.0% (0)
<i>ILO 4 - Global Cultures: Cultural &amp; Global perspective</i>	54.3% (50)	23.9% (22)	17.4% (16)	4.3% (4)	0.0% (0)
<b>Average Performance Levels</b>	<b>64.9%</b>	<b>21.2%</b>	<b>11.7%</b>	<b>2.2%</b>	<b>0.0%</b>

- Notes:
1. Cases where a student did not upload an assignment (coded as "no submission" in the extract from GradeMark) were excluded from the analysis.
  2. In cases where the mastery assignment was a group project, only the assignment submitted by the group leader was included in the analysis.
  3. All rows may not add up to 100% reflecting missing rubric points.