LEARNING OUTCOMES DATA REPORT
Bachelor of Business Administration
Fall 1 2016 - Summer 1 2016

Aggregated Results[1,2,3]

MGTU-301				n =109
Rubric Criterion	Exemplary	Proficient	Developing	Emerging
ILO 5 - Integrated Learning: Connections to Experience or Among Disciplines	80.7% (88)	16.5% (18)	2.8% (3)	0.0% (0)
ILO 5 - Integrated Learning: Transfer	74.3% (81)	21.1% (23)	4.6% (5)	0.0% (0)
ILO 5 - Integrated Learning: Reflection and Self-Assessment	87.2% (95)	9.2% (10)	3.7% (4)	0.0% (0)
ILO 5 - Integrated Learning: Comprehend and apply management concepts and theories	74.3% (81)	22.0% (24)	3.7% (4)	0.0% (0)
CLO - Know current issues in organizations from a systems perspective	75.2% (82)	22.9% (25)	1.8% (2)	0.0% (0)
CLO - Analyze management problems and opportunities and recommend solutions based upon knowledge of leadership, values and attitudes (both for self and others)	82.6% (90)	11.0% (12)	5.5% (6)	0.9% (1)
Average Performance Levels	**79.0%**	**17.1%**	**3.7%**	**0.1%**

MGTU-310				n =157
Rubric Criterion	Exemplary	Proficient	Developing	Emerging
ILO 1 - Applied Learning: Knowledge Link	19.1% (30)	40.8% (64)	30.6% (48)	8.3% (13)
ILO 1 - Applied Learning: Explanation	33.1% (52)	45.2% (71)	14.6% (23)	7.0% (11)
ILO 1 - Applied Learning: Context	40.8% (64)	34.4% (54)	19.7% (31)	5.1% (8)
ILO 1 - Applied Learning: Reflection	61.1% (96)	18.5% (29)	11.5% (18)	8.9% (14)
CLO - Introduction	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
CLO - Analysis	14.0% (22)	38.2% (60)	42.0% (66)	5.7% (9)
CLO - Conclusion	66.9% (105)	19.7% (31)	8.9% (14)	4.5% (7)
CLO - Grammar, Spelling, APA	40.8% (64)	31.2% (49)	13.4% (21)	14.0% (22)
Average Performance Levels	**39.4%**	**32.6%**	**20.1%**	**7.6%**

MGTU-315			A	n =86
Rubric Criterion	Exemplary	Proficient	Developing	Emerging
PLO 1 - Communication : Content Accuracy	60.5% (52)	30.2% (26)	9.3% (8)	0.0% (0)
PLO 1 - Communication : Writing and Organization	55.8% (48)	36.0% (31)	8.1% (7)	0.0% (0)
PLO 1 - Communication : Understanding of Theory and/or Critical Concepts	68.6% (59)	27.9% (24)	3.5% (3)	0.0% (0)
PLO 1 - Communication : Application of Theory	58.1% (50)	33.7% (29)	8.1% (7)	0.0% (0)

Aggregated Results[1,2,3]

PLO 1 - Communication : Synthesis	58.1% (50)	37.2% (32)	4.7% (4)	0.0% (0)
Average Performance Levels	**60.2%**	**33.0%**	**6.7%**	**0.0%**

MGTU-315				B n =22
Rubric Criterion	Exemplary	Proficient	Developing	Emerging
PLO 1 - Communication : Content Accuracy	68.2% (15)	27.3% (6)	4.5% (1)	0.0% (0)
PLO 1 - Communication : Writing and Organization	59.1% (13)	36.4% (8)	4.5% (1)	0.0% (0)
PLO 1 - Communication : Understanding of Theory and/or Critical Concepts	86.4% (19)	9.1% (2)	4.5% (1)	0.0% (0)
PLO 1 - Communication : Application of Theory	77.3% (17)	22.7% (5)	0.0% (0)	0.0% (0)
PLO 1 - Communication : Synthesis	90.9% (20)	9.1% (2)	0.0% (0)	0.0% (0)
Average Performance Levels	**76.4%**	**20.9%**	**2.7%**	**0.0%**

MGTU-400				n =34
Rubric Criterion	Exemplary	Proficient	Developing	Emerging
PLO 3 - Global: Content Accuracy	64.7% (22)	32.4% (11)	2.9% (1)	0.0% (0)
PLO 3 - Global: Writing and Organization	76.5% (26)	20.6% (7)	2.9% (1)	0.0% (0)
PLO 3 - Global: Understanding of Theory and/or Critical Concepts	61.8% (21)	26.5% (9)	11.8% (4)	0.0% (0)
PLO 3 - Global: Application of Theory	64.7% (22)	32.4% (11)	2.9% (1)	0.0% (0)
PLO 3 - Global: Synthesis	67.6% (23)	26.5% (9)	5.9% (2)	0.0% (0)
Average Performance Levels	**67.1%**	**27.7%**	**5.3%**	**0.0%**

MGTU-410				A n =22
Rubric Criterion	Exemplary	Proficient	Developing	Emerging
PLO 5 - Business Functions/Processes: Content Accuracy	90.9% (20)	4.5% (1)	4.5% (1)	0.0% (0)
PLO 5 - Business Functions/Processes: Writing and Organization	31.8% (7)	50.0% (11)	4.5% (1)	13.6% (3)
PLO 5 - Business Functions/Processes: Understanding of Theory and/or Critical Concepts	63.6% (14)	18.2% (4)	13.6% (3)	4.5% (1)
PLO 5 - Business Functions/Processes: Application of Theory	27.3% (6)	22.7% (5)	36.4% (8)	13.6% (3)
PLO 5 - Business Functions/Processes: Synthesis	18.2% (4)	36.4% (8)	36.4% (8)	9.1% (2)

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Average Performance Levels	46.4%	26.4%	19.1%	8.2%

MGTU-410 — B   n =148

Rubric Criterion	Exemplary	Proficient	Developing	Emerging
PLO 5 - Business Functions/Processes: Writing and Organization	46.6% (69)	40.5% (60)	6.8% (10)	4.7% (7)
PLO 5 - Business Functions/Processes: Understanding of Theory and/or Critical Concepts	73.6% (109)	21.6% (32)	0.7% (1)	2.7% (4)
PLO 5 - Business Functions/Processes: Application of Theory	52.7% (78)	38.5% (57)	2.7% (4)	4.1% (6)
PLO 5 - Business Functions/Processes: Synthesis	56.8% (84)	31.8% (47)	4.1% (6)	5.4% (8)
Average Performance Levels	**57.4%**	**33.1%**	**3.6%**	**4.2%**

MKTU-301 — n =47

Rubric Criterion	Exemplary	Proficient	Developing	Emerging
ILO 2 - Innovation and Creativity: Analysis	97.9% (46)	2.1% (1)	0.0% (0)	0.0% (0)
ILO 2 - Innovation and Creativity: Embracing Contradictions	93.6% (44)	6.4% (3)	0.0% (0)	0.0% (0)
ILO 2 - Innovation and Creativity: Innovative Thinking	70.2% (33)	29.8% (14)	0.0% (0)	0.0% (0)
CLO - Introduction	78.7% (37)	19.1% (9)	2.1% (1)	0.0% (0)
CLO - Needs Fulfilled	80.9% (38)	12.8% (6)	4.3% (2)	0.0% (0)
CLO - Competition	42.6% (20)	51.1% (24)	6.4% (3)	0.0% (0)
CLO - Action	68.1% (32)	19.1% (9)	12.8% (6)	0.0% (0)
CLO - Presentation Clarity	85.1% (40)	12.8% (6)	2.1% (1)	0.0% (0)
Average Performance Levels	**77.1%**	**19.2%**	**3.5%**	**0.0%**

MKTU-301 — B   n =51

Rubric Criterion	Exemplary	Proficient	Developing	Emerging
PLO 4 - Technology: Product or Service	90.2% (46)	9.8% (5)	0.0% (0)	0.0% (0)
PLO 4 - Technology: Marketing Strategy	23.5% (12)	68.6% (35)	7.8% (4)	0.0% (0)
PLO 4 - Technology: Competitive Analysis	45.1% (23)	51.0% (26)	3.9% (2)	0.0% (0)
PLO 4 - Technology: Technology	60.8% (31)	35.3% (18)	3.9% (2)	0.0% (0)
PLO 4 - Technology: Critical Analysis	37.3% (19)	58.8% (30)	3.9% (2)	0.0% (0)
PLO 4 - Technology: APA and Sources	88.2% (45)	9.8% (5)	2.0% (1)	0.0% (0)

Aggregated Results[1,2,3]

	Exemplary	Proficient	Developing	Emerging
PLO 4 - Technology: Writing Mechanics	47.1% (24)	47.1% (24)	5.9% (3)	0.0% (0)
Average Performance Levels	**56.0%**	**40.1%**	**3.9%**	**0.0%**

OLCU-350				n =105
Rubric Criterion	Exemplary	Proficient	Developing	Emerging
PLO 2 - Ethics: Content Accuracy	69.5% (73)	17.1% (18)	5.7% (6)	6.7% (7)
PLO 2 - Ethics: Critical Analysis	59.0% (62)	27.6% (29)	8.6% (9)	4.8% (5)
PLO 2 - Ethics: Application/Learning	58.1% (61)	28.6% (30)	10.5% (11)	2.9% (3)
PLO 2 - Ethics: Writing Mechanics and APA	42.9% (45)	35.2% (37)	11.4% (12)	8.6% (9)
PLO 2 - Ethics: Use of Sources	53.3% (56)	16.2% (17)	9.5% (10)	19.0% (20)
Average Performance Levels	**56.6%**	**24.9%**	**9.1%**	**8.4%**

OLCU-350				n =71
Rubric Criterion	Exemplary	Proficient	Developing	Emerging
ILO 3 - Civic Engagement: Analysis of Knowledge	85.9% (61)	12.7% (9)	1.4% (1)	0.0% (0)
ILO 3 - Civic Engagement: Civic Identity	93.0% (66)	7.0% (5)	0.0% (0)	0.0% (0)
ILO 3 - Civic Engagement: Civic Reflection	93.0% (66)	5.6% (4)	1.4% (1)	0.0% (0)
CLO - Articulate a clear understanding of the impact of ethical behavior on the organizational level	87.3% (62)	9.9% (7)	2.8% (2)	0.0% (0)
CLO - Visual Presentation	76.1% (54)	18.3% (13)	5.6% (4)	0.0% (0)
CLO - Resources & APA	73.2% (52)	11.3% (8)	1.4% (1)	14.1% (10)
Average Performance Levels	**84.7%**	**10.8%**	**2.1%**	**2.4%**

OLCU-425			A	n =110
Rubric Criterion	Exemplary	Proficient	Developing	Emerging
ILO 4 - Global Cultures: Global Issue	88.2% (97)	11.8% (13)	0.0% (0)	0.0% (0)
ILO 4 - Global Cultures: Knowledge	80.0% (88)	19.1% (21)	0.9% (1)	0.0% (0)
ILO 4 - Global Cultures: Synthesis	75.5% (83)	22.7% (25)	1.8% (2)	0.0% (0)
ILO 4 - Global Cultures: Empathy	98.2% (108)	1.8% (2)	0.0% (0)	0.0% (0)
ILO 4 - Global Cultures: Attitude	98.2% (108)	1.8% (2)	0.0% (0)	0.0% (0)
CLO - Case Analysis	72.7% (80)	23.6% (26)	2.7% (3)	0.9% (1)
CLO - Writing Mechanics	47.3% (52)	29.1% (32)	14.5% (16)	9.1% (10)

Aggregated Results[1,2,3]

Average Performance Levels	80.0%	15.7%	2.8%	1.4%

OLCU-425			B n =50
Rubric Criterion	Exemplary	Proficient	Developing	Emerging
ILO 4 - Global Cultures: Diversity Leadership	86.0% (43)	8.0% (4)	4.0% (2)	2.0% (1)
ILO 4 - Global Cultures: Cross-Cultural Communication	84.0% (42)	10.0% (5)	4.0% (2)	2.0% (1)
ILO 4 - Global Cultures: Cultural Intelligence	88.0% (44)	2.0% (1)	8.0% (4)	2.0% (1)
ILO 4 - Global Cultures: Cultural & Global perspective	76.0% (38)	12.0% (6)	8.0% (4)	4.0% (2)
CLO - Reflection	50.0% (25)	34.0% (17)	10.0% (5)	4.0% (2)
CLO - Critical Analysis	76.0% (38)	14.0% (7)	8.0% (4)	2.0% (1)
CLO - APA and Sources	50.0% (25)	22.0% (11)	8.0% (4)	0.0% (0)
CLO - Writing Mechanics	62.0% (31)	14.0% (7)	10.0% (5)	2.0% (1)
Average Performance Levels	**71.5%**	**14.5%**	**7.5%**	**2.3%**

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.
4. Due to a technical issue in Turnitin, data was not reported for MGTU-301 CLO Introduction.