

Program Learning Assessment Results (Assessment Office)

Aggregated and Disaggregated Results for each PLO:

The tables illustrate the percentage of students who meet the specific performance levels for each program learning outcome.

Program Learning Assessment Results

Bachelor of Business Administration

Fall Collection

(Fall 1 2011, Fall 2 2011, Winter 2012, Spring 1 2012, Spring 2, 2012 Summer 2012, Fall 1 2012, Fall 2 2012)

Aggregated Results^{1, 2, 3}

PLO 1 - Communication (MGU-315) ⁴ n=0								
Rubric Criterion	Exemplary		Proficient		Developing		Emerging	
<i>Content Accuracy</i>	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Writing and Organization</i>	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Understanding of Theory and/or Critical Concepts</i>	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Application of Theory</i>	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Synthesis</i>	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average Performance Levels	0.0%		0.0%		0.0%		0.0%	

PLO 2 - Ethics (OLCU-350) n=521								
Rubric Criterion	Exemplary		Proficient		Developing		Emerging	
<i>Executive's Ethical Beliefs and Practices</i>	46.8%	244	23.6%	123	20.0%	104	9.4%	49
<i>Analysis of the Executive's Ethics</i>	45.3%	236	34.2%	178	16.5%	86	3.8%	20
<i>Your Opinion of the Executive's Ethical Approach</i>	60.1%	313	28.2%	147	9.4%	49	2.1%	11
<i>Writing Style</i>	58.9%	307	33.0%	172	7.1%	37	1.0%	5
<i>Sources</i>	49.3%	257	20.9%	109	14.4%	75	15.4%	80
<i>APA</i>	41.3%	215	37.8%	197	17.5%	91	3.3%	17
<i>Technicalities</i>	58.0%	302	32.4%	169	8.1%	42	0.8%	4
Average Performance Levels	51.4%		30.0%		13.3%		5.1%	

PLO 3 - Global (BUSU-410/MGTU-400) ⁵ n=100								
Rubric Criterion	Exemplary		Proficient		Developing		Emerging	
<i>Content Accuracy</i>	57.0%	57	28.0%	28	11.0%	11	4.0%	4
<i>Writing and Organization</i>	49.0%	49	34.0%	34	12.0%	12	5.0%	5

<i>Understanding of Theory and/or Critical Concepts</i>	48.0%	48	27.0%	27	17.0%	17	8.0%	8
<i>Application of Theory</i>	49.0%	49	34.0%	34	12.0%	12	5.0%	5
<i>Synthesis</i>	50.0%	50	29.0%	29	15.0%	15	5.0%	5
Average Performance Levels	50.6%		30.4%		13.4%		5.4%	

PLO 4 - Technology (MKTU-301) n=47								
Rubric Criterion	Exemplary		Competent		Developing		Rework	
<i>Identification, description, and explanation of the Company and its Product Lifecycle Issues, Problems and Opportunities</i>	51.1%	24	29.8%	14	10.6%	5	8.5%	4
<i>Analysis of the Competitors</i>	38.3%	18	34.0%	16	19.1%	9	8.5%	4
<i>Comments on Product Lifecycle Stages, Goal and Attainment Plan</i>	36.2%	17	44.7%	21	8.5%	4	10.6%	5
<i>Writing Skills</i>	48.9%	23	25.5%	12	17.0%	8	8.5%	4
<i>Referenced Sources</i>	53.2%	25	23.4%	11	10.6%	5	12.8%	6
Average Performance Levels	45.5%		31.5%		13.2%		9.8%	

PLO 5 - Business Functions/Processes (MGU-410) n=48								
Rubric Criterion	Exemplary		Proficient		Developing		Emerging	
<i>Content Accuracy</i>	45.8%	22	33.3%	16	14.6%	7	6.3%	3
<i>Writing and Organization</i>	25.0%	12	43.8%	21	25.0%	12	6.3%	3
<i>Understanding of Theory and/or Critical Concepts</i>	39.6%	19	33.3%	16	22.9%	11	4.2%	2
<i>Application of Theory</i>	37.5%	18	37.5%	18	6.3%	3	18.8%	9
<i>Synthesis</i>	33.3%	16	45.8%	22	14.6%	7	6.3%	3
Average Performance Levels	36.3%		38.8%		16.7%		8.3%	

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. Data was not available for PLO 1 Communication.
5. BUSU-410 was removed from the Curriculum Map in Summer 2012 and became MGU-400 (PLO 3 Global). The same Signature Assignment and Rubric were used; only a course number change took place.