

Aggregated Results^{1,2,3}

PLO 1 - Communication (MGJU-315)				n =156
Rubric Criterion	Exemplary	Proficient	Developing	Emerging
<i>Content Accuracy</i>	69.2% (108)	29.5% (46)	1.3% (2)	0.0% (0)
<i>Writing Organization</i>	37.8% (59)	55.8% (87)	5.8% (9)	0.6% (1)
<i>Understanding of Theory and/or Critical Concepts</i>	39.7% (62)	52.6% (82)	7.7% (12)	0.0% (0)
<i>Application of Theory</i>	42.3% (66)	47.4% (74)	9.6% (15)	0.6% (1)
<i>Synthesis</i>	36.5% (57)	51.3% (80)	12.2% (19)	0.0% (0)
Average Performance Levels	45.1%	47.3%	7.3%	0.2%

PLO 2 - Ethics (OLCU-350)				Rubric Version: B	n =116
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	
<i>Content Accuracy</i>	75.9% (88)	17.2% (20)	2.6% (3)	3.4% (4)	
<i>Critical Analysis</i>	61.2% (71)	27.6% (32)	9.5% (11)	1.7% (2)	
<i>Application/Learning</i>	62.1% (72)	28.4% (33)	8.6% (10)	0.9% (1)	
<i>Writing Mechanics and APA</i>	46.6% (54)	40.5% (47)	9.5% (11)	3.4% (4)	
<i>Sources</i>	70.7% (82)	11.2% (13)	5.2% (6)	12.9% (15)	
Average Performance Levels	63.3%	25.0%	7.1%	4.5%	

PLO 2 - Ethics (OLCU-350)				Rubric Version: A	n =435
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	
<i>Content Accuracy</i>	74.9% (326)	14.0% (61)	6.7% (29)	3.9% (17)	
<i>Critical Analysis</i>	74.5% (324)	18.9% (82)	5.5% (24)	0.9% (4)	
<i>Application/Learning</i>	78.2% (340)	14.7% (64)	5.1% (22)	1.8% (8)	
<i>Writing Mechanics and APA</i>	63.4% (276)	30.6% (133)	4.1% (18)	1.8% (8)	
<i>Sources</i>	69.9% (304)	10.8% (47)	6.4% (28)	12.6% (55)	
Average Performance Levels	72.2%	17.8%	5.6%	4.2%	

PLO 3 - Global (MGJU-400)				n =96
Rubric Criterion	Exemplary	Proficient	Developing	Emerging
<i>Content Accuracy</i>	62.5% (60)	21.9% (21)	13.5% (13)	2.1% (2)
<i>Writing and Organization</i>	33.3% (32)	41.7% (40)	16.7% (16)	8.3% (8)
<i>Understanding of Theory and/or Critical Concepts</i>	60.4% (58)	11.5% (11)	25.0% (24)	3.1% (3)
<i>Application of Theory</i>	52.1% (50)	25.0% (24)	18.8% (18)	4.2% (4)
<i>Synthesis</i>	38.5% (37)	32.3% (31)	24.0% (23)	5.2% (5)

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Average Performance Levels	49.4%	26.5%	19.6%	4.6%
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PLO 4 - Technology (MKTU-301)			Rubric Version: B		n = 97
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	
<i>Product or Service</i>	81.4% (79)	15.5% (15)	3.1% (3)	0.0% (0)	
<i>Marketing Strategy</i>	33.0% (32)	61.9% (60)	4.1% (4)	1.0% (1)	
<i>Competitive Analysis</i>	55.7% (54)	38.1% (37)	3.1% (3)	3.1% (3)	
<i>Technology</i>	60.8% (59)	32.0% (31)	5.2% (5)	2.1% (2)	
<i>Critical Analysis</i>	50.5% (49)	42.3% (41)	5.2% (5)	2.1% (2)	
<i>APA and Sources</i>	59.8% (58)	26.8% (26)	11.3% (11)	2.1% (2)	
<i>Writing Mechanics</i>	52.6% (51)	36.1% (35)	10.3% (10)	1.0% (1)	
Average Performance Levels	56.3%	36.1%	6.0%	1.6%	

PLO 4 - Technology (MKTU-301)			Rubric Version: A		n = 131
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	
<i>Identification, description and explanation of the Company and its product lifecycle issues, problems and opportunities</i>	62.6% (82)	22.1% (29)	15.3% (20)	0.0% (0)	
<i>Analysis of the Competitors</i>	41.2% (54)	32.1% (42)	25.2% (33)	1.5% (2)	
<i>Comments on Product Lifecycle Stages, Goal and attainment Plan</i>	47.3% (62)	35.1% (46)	16.8% (22)	0.8% (1)	
<i>Writing Skills</i>	58.8% (77)	26.0% (34)	13.0% (17)	2.3% (3)	
<i>Referenced Sources</i>	51.9% (68)	16.8% (22)	23.7% (31)	7.6% (10)	
Average Performance Levels	52.4%	26.4%	18.8%	2.4%	

PLO 5 - Business Functions/Processes (MGU-410)					n = 130
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	
<i>Content Accuracy</i>	50.8% (66)	27.7% (36)	12.3% (16)	9.2% (12)	
<i>Writing and Organization</i>	27.7% (36)	36.9% (48)	17.7% (23)	17.7% (23)	
<i>Understanding of Theory and/or Critical Concepts</i>	60.8% (79)	23.1% (30)	10.0% (13)	6.2% (8)	
<i>Application of Theory</i>	44.6% (58)	33.8% (44)	11.5% (15)	10.0% (13)	
<i>Synthesis</i>	36.2% (47)	33.8% (44)	17.7% (23)	12.3% (16)	
Average Performance Levels	44.0%	31.1%	13.8%	11.1%	



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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.*