

EMBA Degree - Assessment Rubric

Updated: Oct 2019

PLG1	Graduates of the Fogelman EMBA Program will be effective leaders and illustrate this by:		
MLO1	Expanding team performance through targeted learning and development opportunities.		
Score	Description	Activities to Assess	
Exemplary (3)	Can independently provide a complete description of the characteristics of improved team performance and list multiple methods and resources for developing team skills within an organization.	Individual performance on team-oriented activities (projects, presentations)	MGMT-7136
Good (2)	With prompting is able to generally describe the characteristics of improved team performance and list selected methods and resources for developing team skills within an organization.		
Fair (1)	Struggles to describe the characteristics of improved team performance and is generally unable to put together a list of methods and resources for developing team skills within an organization.		
MLO2	Inspiring teams to achieve demanding goals.		
Score	Description	Activities to Assess	Where to Assess?

Exemplary (3)	Shows consistent, independent, and strong aptitude at team development through motivation, communication, emotional IQ, and individual strength awareness.	Individual performance on team-oriented activities (projects, presentations)	MGMT-7136
Good (2)	Illustrates a general awareness of team development with some prompting including motivation, communication, emotional IQ, and individual strength awareness.		
Fair (1)	Struggles to reflect aptitude or awareness of leadership skills related to the components of team building components.		
MLO3	Developing collaborative team behavior in complex business contexts.		
Score	Description	Activities to Assess	Where to Assess?
Exemplary (3)	Can independently describe the characteristics of a collaborative team and provide a thorough list of methods for developing collaborative teams skills in others.	Individual performance on team-oriented activities (projects, presentations)	MGMT-7136
Good (2)	With prompting and assistance can describe the general characteristics of a collaborative team and list some methods for developing collaborative teams skills in others.		
Fair (1)	Struggles to show an understanding of collaborative teams and is generally unable to identify methods of developing collaborative teams.		

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PLG2	Graduates of the Fogelman EMBA Program will be excellent communicators and illustrate this by:		
MLO1	Delivering oral and written communication that is clear, concise, organized, and informative to multiple audiences.		
Score	Description	Activities to Assess	Where to Assess?
Exemplary (3)	Consistently reflects communication skills in multiple formats (written and oral) that convey complex concepts clearly and concisely to multiple audiences.	Individual work on team projects, case studies, in-class presentations	MKTG-7140
Good (2)	Generally reflects good communication skills in multiple formats (written, oral) that convey complex concepts clearly and concisely to multiple audiences.		ECON-7100
Fair (1)	Reflects communication skills that are below the minimal expectations of a strong business leader.		MGMT-7160
MLO2	Effectively using contemporary communication technologies.		
Score	Description	Activities to Assess	Where to Assess?

Exemplary (3)	Reflects independent skills in identifying and using a variety of contemporary communication technologies appropriate for business operations including presentation tools, web-based collaboration, and mobile devices.	Individual work on team projects, case studies, in-class presentations	MKTG-7140
Good (2)	With assistance, can illustrate good skills in identifying and using a variety of contemporary communication technologies appropriate for business operations including presentation tools, web-based collaboration, and mobile devices.		ECON-7100
Fair (1)	Struggles to identify or use contemporary communication technologies or may require significant assistance to use.		MGMT-7160

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PLG3	Graduates of the Fogelman EMBA Program will be critical thinkers and problem solvers and illustrate this by:		
MLO1	Identifying and implementing effective strategies for solving complex business problems.		
Score	Description	Activities to Assess	Where to Assess?
Exemplary (3)	Reflects independent skills in identifying the components of a complex business problem, developing mechanisms and strategies for addressing them, and putting these mechanisms into practice to address the identified problem.	Projects, case studies and test questions	MGMT-7160
Good (2)	With assistance, illustrates good skills in identifying the components of a complex business problem, developing mechanisms and strategies for addressing them, and putting these mechanisms into practice to address the identified problem.		ECON-7100
Fair (1)	Struggles to deconstruct complex business problems and/or develop strategies to address them.		MKTG-7140
MLO2	Effectively adapting to, and managing in, an environment of continually evolving technologies.		
Score	Description	Activities to Assess	Where to Assess?

Exemplary (3)	Reflects curiosity and working knowledge of contemporary enterprise technologies from a business management perspective and can clearly describe their strategic value for organizations in the 21st century.	Projects, case studies and test questions	MIS-7650
Good (2)	Possesses a good working knowledge of contemporary enterprise technologies introduced in course activities and can describe their purpose in supporting a 21st century organization.		BA-7719
Fair (1)	Reflects only a limited working knowledge of contemporary enterprise business technologies and struggles to describe their value to organizations.		
MLO3	Being skilled in the use of contemporary data analysis technologies to solve business challenges and communicate with stakeholders.		
Score	Description	Activities to Assess	Where to Assess?
Exemplary (3)	Reflects independent skills in describing a business analytics strategy for an organization and can list components of a typical business analytics infrastructure.	Projects, case studies and test questions	MIS-7650
Good (2)	With assistance, can describe a business analytics strategy for an organization and identify the components of a typical business analytics infrastructure		BA-7719
Fair (1)	Reflects a limited understanding of business analytics as an organizational strategy and/or a limited knowledge of business analytics infrastructure.		
	What is Business Analytics?		

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PLG4	Graduates of the Fogelman EMBA Program will be skilled at leveraging social, ethical, and multi-cultural issues in a global business environment and illustrate this by:		
MLO1	Synthesizing and analyzing the implications of globalization for various functional areas across an organization.		
Score	Description	Activities to Assess	Where to Assess?
Exemplary (3)	Reflects independent knowledge of how globalization impacts organizations in the 21st century and can describe the role of multiple functional areas within an organization to perform effectively in a highly globalized business environment.	What kinds of activities to assess?	
Good (2)	Can generally discuss how globalization impacts organizations in the 21st century and describe how functional areas can perform effectively in a highly globalized business environment.		ACCT-7050
Fair (1)	Reflects only a basic understanding of globalization and/or struggles to describe how functional areas can perform effectively in a highly globalized business environment.		
MLO2	Applying ethical decision frameworks to effectively address business problems.		
Score	Description	Activities to Assess	Where to Assess?

Exemplary (3)	Can independently provide multiple frameworks for ethical decision-making in organizations and describe how each of them can be applied in typical business contexts.	What kinds of activities to assess?	
Good (2)	With support, can provide one or more frameworks for ethical decision-making in organizations and describe how they can be applied in typical business contexts.		ACCT-7050
Fair (1)	Is unable to clearly describe at least one framework for ethical decision-making in organizations and/or describe how they can be applied in a typical business context.		