

Assurance of Learning Assessment - Fogelman College of Business & Economics

**Degree: EMBA**

<b>Goal1: The graduate will be an effective leader.</b>						
		Fair	Good	Exemplary	Measures	
		Did Not Meet Expectations, Limited Accomplishments	Met Expectations, Some Problems, Needs Improvement	Met Expectations, Considerable Expertise Shown With Project	Direct or Indirect Measurements and/or Measurement Links	
	Score:	1	2	3		
Objective1:	The graduate will assess and support the learning and development of others.	The student does not fully understand the basic concepts of leadership, or how to apply them to a work setting in order to motivate others.	The student understands at least the basic principles of leadership and can apply them to enhance the performance of others.	The student has a clear understanding of both basic and somewhat more advanced leadership principles, and can apply them to enhance the development and performance of others.	Group Project	MGMT-7136 (pre-Fall)
Objective2:	The graduate will organize and lead a team to collective group accomplishment.	The student is unable to fully motivate and lead a team to accomplish organizational objectives while completing a group project or case analysis.	The student can accomplish at least short term and fairly straightforward team objectives by organizing and coordinating team performance while completing a group project or case analysis.	The student exhibits strong organizational and leadership skills while serving on a team during completion of a group project or case analysis	Group Project or Case Project	MGMT-7136 (pre-Fall)

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<b>Goal2:</b>		<b>The graduate will be a good communicator.</b>				
		Fair	Good	Exemplary	Measures	
		Did Not Meet Expectations, Limited Accomplishments	Met Expectations, Some Problems, Needs Improvement	Met Expectations, Considerable Expertise Shown With Project	Direct or Indirect Measurements and/or Measurement Links	
	Score:	1	2	3		
Objective1:	The student will prepare an executive summary in an appropriate structure.	Weak or missing introduction. Poor or missing explanations of key points. Weak or missing conclusion.	Unclear introduction. Vague explanations of key points. Conclusion lacking action items for follow-up.	Clear and concise introduction. Focused explanation of key points. Strong conclusion with action items for follow-up.	Marketing Plan (Group)	MGMT-7136 (pre-Fall)
Objective2:	The student will organize an effective presentation.	No opening statement or irrelevant statement. Loses focus more than twice. Does not manage time effectively.	Opening statement relevant to topic. Gives outline of speech. Mostly organized, loses focus only once or twice. Some transitions. Allows enough time to deliver speech, although it could have been better edited.	Has a clear opening statement that catches audience's interest and gives overview. Stays focused throughout. Includes transition statements that tie sections together. Very effective time management.	Group presentation and individual contribution scores, Marketing Plan	MGMT-7136 (pre-Fall)

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<b>Goal3:</b>		<b>The graduate will be a critical thinker and problem solver.</b>				
		Fair	Good	Exemplary	Measures	
		Did Not Meet Expectations, Limited Accomplishments	Met Expectations, Some Problems, Needs Improvement	Met Expectations, Considerable Expertise Shown With Project	Direct or Indirect Measurements and/or Measurement Links	
	Score:	1	2	3		
Objective1:	Develop an effective strategy for solving business problems	Proposed strategy demonstrates misconceptions about important tools or frameworks necessary to address the core problem	Proposed strategy addresses most of the issues related to the core problem, but one or more key elements is missing	Proposed strategy is complete and addresses all important elements of the problem	Project Work	MGMT-7136 (pre-Fall)
Objective2:	Implement a strategy to create an effective solution to business problem	Results of analysis demonstrate fundamental misunderstanding of a tool and/or framework for solving the problem	Satisfactory analysis was performed, but conclusions and recommendations lack depth and/or insight.	Conclusions and recommendations demonstrate ability to synthesize a diverse set of results into a coherent and complete solution to the problem.	Project Work	MGMT-7136 (pre-Fall)
Objective3:	Effectively evaluate potential solutions to business problems	Evaluation of proposed solution(s) misses important issues.	Evaluation of proposed solution(s) demonstrates basic understanding of important issues, but lacks clear and/or compelling support for positions taken in the appraisal.	Evaluation demonstrates an ability to assess viability of proposed solution(s) and provides clear and compelling support for positions taken in the appraisal.	Evaluation of alternative planning and operations scenarios	BA-7717 SCMS-7110 MGMT-7160

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<b>Goal4:</b>		<b>The graduate will be knowledgeable about the strategic role that technology plays in the global environment.</b>				
		Fair	Good	Exemplary	Measures	
		Did Not Meet Expectations, Limited Accomplishments	Met Expectations, Some Problems, Needs Improvement	Met Expectations, Considerable Expertise Shown With Project	Direct or Indirect Measurements and/or Measurement Links	
	Score:	1	2	3		
Objective1:	Illustrate how current and emerging technologies can be applied to achieve organizational strategic goals.	Student understands that technology plays a role in organizations, but cannot specifically explain how.	Student can explain in general terms how technology can help organizations deliver products and services more efficiently and effectively.	[description of exemplary]Student can offer explicit examples from a variety of industries of how technology has helped organizations deliver products and services more efficiently and effectively.	Exam Questions	MGMT-7136 (pre-Fall)
Objective2:	Demonstrate proficiency while adapting to and managing changes brought about by evolving and emerging technologies.	Student believes that changes just “happen,” and requires outside assistance on adapting to these changes. Student is slow to adapt to change, and cannot help others to adapt to change.	Student appreciates that change management strategies exist, but can not articulate what they; Requires outside assistance to adapt to change or to help others to adapt to change.	Student can articulate the elements of successful change management initiatives and can develop strategies to quickly adapt to change, as well as help others adapt to change.	Project	MGMT-7136 (pre-Fall)

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<b>Goal5:</b>		<b>The student will be knowledgeable about the implications of ethical and multicultural issues in the global business environment.</b>				
		Fair	Good	Exemplary	Measures	
		Did Not Meet Expectations, Limited Accomplishments	Met Expectations, Some Problems, Needs Improvement	Met Expectations, Considerable Expertise Shown With Project	Direct or Indirect Measurements and/or Measurement Links	
	Score:	1	2	3		
Objective1:	Synthesize and analyze the implications of Globalization for the functional areas.	Understands the impact of globalization but is not able to accurately identify the implications for each functional area.	Able to synthesize the impact of globalization in all the functional areas accurately but does not analyze cross functional issues.	Analyzes the impact of globalization on each area and also understands and succinctly presents the cross functional issues as they may relate to globalization.	Case or Project	MGMT-7136 (pre-Fall)
Objective2:	Apply ethical decision frameworks to business problems.	Does not thoroughly understand ethical decision frameworks.	Understands ethical decision frameworks, but can not apply them to make decisions.	Able to apply ethical decision frameworks to make decisions.	Case or Project	MGMT-7136 (pre-Fall)