

Graduate Program Rubric—MASTER OF BUSINESS ADMINISTRATION

Expectations: Student work at the undergraduate level is expected to focus on a broad overview of the academic discipline, along with—where appropriate—basic theoretical frameworks of professional practices and familiarity with discipline-specific tools and their application.

DNS = Did Not Submit N/A = Not Applicable to Assignment

Criteria	Exemplary (5)	Accomplished (4)	Proficient (3)	Partially Proficient (2)	Unacceptable (1)
<p>PLO #1</p> <p>Develop organizational and operational plans to solve problems and improve the business environment and performance.</p>	<p>Demonstrates exemplary understanding of strategy management related to organizational and operational plans to provide an expansion recommendation to an organization's senior executives.</p>	<p>Demonstrates an advanced understanding of strategy management related to organizational and operational plans to provide an expansion recommendation to an organization's senior executives.</p>	<p>Demonstrates an understanding of strategy management related to organizational and operational plans to provide an expansion recommendation to an organization's senior executives.</p>	<p>Demonstrates a partial understanding of strategy management related to organizational and operational plans to provide an expansion recommendation to an organization's senior executives. Some strategic management principles are missing.</p>	<p>Demonstrates an incomplete understanding of strategy management related to organizational and operational plans to provide an expansion recommendation to an organization's senior executives. Few strategic management principles included.</p>
Criteria	Exemplary (5)	Accomplished (4)	Proficient (3)	Partially Proficient (2)	Unacceptable (1)
<p>PLO #2</p> <p>Analyze various leader, follow, cultural, and situational characteristics that contribute to leadership, and adapt to the needs of situations, employees, and co-workers.</p>	<p>Exemplary analysis of the leadership, cultural, and situational factors related to needs of situations, employees, and co-workers in the target country.</p>	<p>Advanced analysis of the leadership, cultural, and situational factors related to needs of situations, employees, and co-workers in the target country.</p>	<p>Effective analysis of the leadership, cultural, and situational factors related to needs of situations, employees, and co-workers in the target country.</p>	<p>Partially effective analysis of the leadership, cultural, and situational factors related to needs of situations, employees, and co-workers in the target country. One factor is missing.</p>	<p>Incomplete analysis of the leadership, cultural, and situational factors related to needs of situations, employees, and co-workers in the target country. Little or no leadership, cultural or situational factors included.</p>

Criteria	Exemplary (5)	Accomplished (4)	Proficient (3)	Partially Proficient (2)	Unacceptable (1)
<p><u>INFORMATION LITERACY</u></p> <p>PLO #3</p> <p>Apply qualitative and quantitative analysis to evaluate the quality of decision making and research to solve problems.</p>	<p>Demonstrates exemplary application of research, quantitative, and qualitative analysis to evaluate the success of entering a global market. Exceeds the number of resources and includes quantitative analysis.</p>	<p>Demonstrates advanced application of research, quantitative, and qualitative analysis to evaluate the success of entering a global market. Meets the number of resources and basic quality of decision making.</p>	<p>Demonstrates application of research, quantitative, and qualitative analysis to evaluate the success of entering a global market.</p>	<p>Demonstrates partial application of research, quantitative, and qualitative analysis to evaluate the success of entering a global market. Missing some of the resources or analysis.</p>	<p>Demonstrates lack of application of research, quantitative, and qualitative analysis to evaluate the success of entering a global market. Little or no resources or analysis.</p>
Criteria	Exemplary (5)	Accomplished (4)	Proficient (3)	Partially Proficient (2)	Unacceptable (1)
<p>PLO #4</p> <p>Use knowledge of economic concepts, principles, and theory to critically analyze and evaluate economic problems and opportunities.</p>	<p>Exemplary application of economic principles, concepts, and theories to critically assess economic impact of entering the target country.</p>	<p>Advanced application of economic principles, concepts, and theories to critically assess economic impact of entering the target country.</p>	<p>Demonstrate application of economic principles, concepts, and theories to critically assess economic impact of entering the target country.</p>	<p>Demonstrate partial application of economic principles, concepts, and theories to critically assess economic impact of entering the target country. Some of the application of economic principles is missing.</p>	<p>Demonstrate lack of application of economic principles, concepts, and theories to critically assess economic impact of entering the target country. Little or no application of economic principles is included.</p>

Criteria	Exemplary (5)	Accomplished (4)	Proficient (3)	Partially Proficient (2)	Unacceptable (1)
<p>PLO #5</p> <p>Evaluate the opportunities provided by technology for businesses.</p>	<p>Exemplary evaluation of the opportunities and advantages provided by technology to support the organizational location in the target country.</p>	<p>Advanced evaluation of the opportunities and advantages provided by technology to support the organizational location in the target country.</p>	<p>Effectively evaluate the opportunities and advantages provided by technology to support the organizational location in the target country.</p>	<p>Partially effective evaluation of the opportunities and advantages provided by technology to support the organizational location in the target country. Some of the advantages of technology are missing.</p>	<p>Ineffective evaluation of the opportunities and advantages provided by technology to support the organizational location in the target country. Little or no advantages of technology are included.</p>
Criteria	Exemplary (5)	Accomplished (4)	Proficient (3)	Partially Proficient (2)	Unacceptable (1)
<p>PLO #6</p> <p>Recognize, evaluate, and manage potential ethical and legal conflicts.</p>	<p>Exemplary outline potential ethical and legal conflicts arising from cultural differences in the target country.</p>	<p>Advanced outline potential ethical and legal conflicts arising from cultural differences in the target country.</p>	<p>Effectively outline potential ethical and legal conflicts arising from cultural differences in the target country.</p>	<p>Partially effective outline of potential ethical and legal conflicts arising from cultural differences in the target country. Some of the potential conflicts are missing.</p>	<p>Ineffective outline of potential ethical and legal conflicts arising from cultural differences in the target country. Few or no conflicts are identified.</p>

Criteria	Exemplary (5)	Accomplished (4)	Proficient (3)	Partially Proficient (2)	Unacceptable (1)
<p>PLO #7</p> <p>Communicate effectively in business situations.</p>	<p>Demonstrates exemplary communication methods for all aspects of the strategic plan to senior executives for comprehensive decision making. Incorporates multiple communication approaches.</p>	<p>Demonstrates advanced communication methods for all aspects of the strategic plan to senior executives for comprehensive decision making. Provides a clear strategic plan incorporating all components.</p>	<p>Demonstrates effective communication methods for all aspects of the strategic plan to senior executives for comprehensive decision making. Provides a strong strategic plan in writing.</p>	<p>Demonstrates partially effective communication methods for all aspects of the strategic plan to senior executives for comprehensive decision making. Plan is missing some of the components for a comprehensive decision.</p>	<p>Demonstrates effective communication methods for all aspects of the strategic plan to senior executives for comprehensive decision making. Plan is missing most or all of the components for a comprehensive decision.</p>