**Undergraduate Program Rubric—BACHELOR OF BUSINESS ADMINISTRATION and ASSOCIATE OF ARTS IN BUSINESS ADMINISTRATION**

August 2018 - Specializations

**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)** |
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| **BUSINESS PROGRAM CONTENT**  Functional areas include, where applicable:  Leadership, management, innovation, and teambuilding  Operations and Marketing  Finance  Economics  Qualitative and quantitative tools  Technology and Internet  Ethical and legal issues  International issues  *[PROGRAM CONTENT]* | Demonstrates outstanding or exemplary mastery of content, appropriate to the assignment and the relevant terminal course objectives and program learning outcomes.  All requirements of the assignment are included in the response. | Demonstrates sound or accomplished mastery of content, appropriate to the assignment and the relevant terminal course objectives and program learning outcomes.  Most requirements of the assignment are included in the response. | Demonstrates adequate or proficient mastery of content, appropriate to the assignment and the relevant terminal course objectives and program learning outcomes.  Many requirements of the assignment are included in the response. | Demonstrates inadequate or partially proficient mastery of content, appropriate to the assignment and the relevant terminal course objectives and program learning outcomes.  Some requirements of the assignment are included in the response. | Demonstrates unacceptable mastery of content, appropriate to the assignment and the relevant terminal course objectives and program learning outcomes.  Few or no requirements of the assignment are included in the response. |