**Undergraduate Program Rubric—BACHELOR 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*

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| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| **COMMUNICATION**  PLO #1:  Apply teambuilding and leadership skills and employ methods for improving decision-making. | Demonstrates mastery of effective communication of the differences and similarities of the two organizations. | Demonstrates a higher level of communication of the differences and similarities of the two organizations. | Demonstrates effective communication of the differences and similarities of the two organizations. | Demonstrates partially effective communication of the differences and similarities of the two organizations. Some components are missing in the comparison. | Demonstrates ineffective communication of the differences and similarities of the two organizations. Most components are missing in the comparison. |

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| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| **CRITICAL THINKING**  PLO #4  Apply current operations and marketing management practices and principles used in the business environment. | Demonstrates an exemplary understanding of differences and similarities in marketing management principles between the two organizations. | Demonstrates an advanced understanding of differences and similarities in marketing management principles between the two organizations. | Demonstrates proficient understanding of differences and similarities in marketing management principles between the two organizations. | Demonstrates partially proficient understanding of differences and similarities in marketing management principles between the two organizations. Partial analysis of marketing management principles are included. | Demonstrates unacceptable understanding of differences and similarities in marketing management principles between the two organizations. Little or no analysis of marketing management principles are included. |
| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| **QUANTITATIVE REASONING**  PLO #2  Apply quantitative tools to analyze contemporary business functions and practices. | Demonstrates exemplary application of quantitative tools to analyze the effectiveness of business practices between the two organizations. | Demonstrates advanced application of quantitative tools to analyze the effectiveness of business practices between the two organizations. | Demonstrates proficient application of quantitative tools to analyze the effectiveness of business practices between the two organizations. | Demonstrates partially proficient application of quantitative tools to analyze the effectiveness of business practices between the two organizations. Partial analysis of business functions. | Demonstrates unacceptable application of quantitative tools to analyze the effectiveness of business practices between the two organizations. Little or no analysis of business functions. |
| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| **KNOWLEDGE OF CULTURE, SOCIETY, AND THE NATURAL WORLD**  PLO #6:  Recognize and manage potential ethical and legal conflicts in today’s business environment. | Demonstrates exemplary understanding of culture and its relation to ethical and legal conflicts to assess differences and similarities between the two organizations. | Demonstrates an advanced understanding of culture and its relation to ethical and legal conflicts to assess differences and similarities between the two organizations. | Demonstrates proficient understanding of culture and its relation to ethical and legal conflicts to assess differences and similarities between the two organizations. | Demonstrates partially proficient understanding of culture and its relation to ethical and legal conflicts to assess differences and similarities between the two organizations. Partial understanding of the cultural impact on ethics and legal conflicts are identified. | Demonstrates proficient understanding of culture and its relation to ethical and legal conflicts to assess differences and similarities between the two organizations.  Little or no understanding of the cultural impact on ethics and legal conflicts are identified. |
| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| **INFORMATION LITERACY**  PLO #5  Examine the implications of technology and the Internet on today’s businesses. | Demonstrates an exemplary understanding of technology research on today’s businesses to analyze the effectiveness of strategic business decisions between the two organizations. | Demonstrates an advanced understanding of technology research on today’s businesses to analyze the effectiveness of strategic business decisions between the two organizations. | Demonstrates proficient understanding of technology research on today’s businesses to analyze the effectiveness of strategic business decisions between the two organizations. | Demonstrates partially proficient understanding of technology research on today’s businesses to analyze the effectiveness of strategic business decisions between the two organizations. Some analysis is included on technology research. | Demonstrates a lack of understanding of technology research on today’s businesses to analyze the effectiveness of strategic business decisions between the two organizations.  Little or no analysis is included on technology research. |
| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| **INQUIRY AND ANALYSIS**  PLO #3:  Apply the concepts and principles of finance, economics, and accounting to make effective decisions in the global business environment. | Demonstrates mastery application of the principles of finance, economics, and accounting to assess differences and similarities in effective decision making between the two organizations. | Demonstrates advanced application of principles of finance, economics, and accounting to assess differences and similarities in effective decision making between the two organizations. | Demonstrates proficient application of principles of finance, economics, and accounting to assess differences and similarities in effective decision making between the two organizations. | Demonstrates a partially proficient application of principles of finance, economics, and accounting to assess differences and similarities in effective decision making between the two organizations. Some principles are missing. | Demonstrates lack of application of principles of finance, economics, and accounting to assess differences and similarities in effective decision making between the two organizations. Little or no application of principles are included. |