**Undergraduate Program Rubric—ASSOCIATE OF ARTS IN 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  Demonstrate broad knowledge and understanding of the principles and processes involved in the functional areas of business careers. | Demonstrates exemplary mastery of understanding of the principles of marketing related to the functional areas of business. | Demonstrates an accomplished, higher level of understanding of the principles of marketing related to the functional areas of business. | Demonstrates an adequate understanding of the principles of marketing related to the functional areas of business. | Demonstrates a partially proficient understanding of the principles of marketing related to the functional areas of business, but contains gaps. | Demonstrates an unacceptable understanding of the principles of marketing related to the functional areas of business. Few or no components of marketing are included. |
| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| **CRITICAL THINKING**  PLO #3  Demonstrate broad knowledge and understanding of economic principles and practices, financial markets, banking, and the business economy. | Demonstrates exemplary mastery on understanding the impact of financial markets, banking, and business economy on organizational marketing | Demonstrates a broader understanding of the impact of financial markets, banking, and business economy on organizational marketing | Demonstrates an adequate understanding of the impact of financial markets, banking, and business economy on organizational marketing strategies. | Demonstrates a partial understanding of the impact of financial markets, banking, and business economy on organizational marketing, with gaps. Some components of understanding economic principles and practices, financial markets, and the business economy are included. | Demonstrates an inadequate understanding of the impact of financial markets, banking, and business economy on organizational marketing. Few or no components of economic principles and practices, financial markets, and the business economy are included. |
| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| **KNOWLEDGE OF CULTURE, SOCIETY, AND THE NATURAL WORLD**  PLO #4  Demonstrate the ability to use knowledge of technology to adapt to a technologically advancing society and to use computer applications and systems as learning tools. | Demonstrates exemplary mastery of understanding of a global company, cultural, and societal implications of marketing outside the home country. | Demonstrates a higher level of understanding of a global company, cultural, and societal implications of marketing outside the home country. | Demonstrates an adequate understanding of a global company, cultural, and societal implications of marketing outside the home country. | Demonstrates partially proficient understanding of a global company, cultural, and societal implications of marketing outside the home country. Some components are included. | Demonstrates an inadequate understanding of a global company, cultural, and societal implications of marketing outside the home country. Few or no components are included. |
| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| **INQUIRY AND ANALYSIS**  PLO #2  Apply a methodical research approach to gather evidence to assess problems, situations, and events. | Demonstrates mastery in effective research methodology to produce data, and background to assess problems, situations, and events related to marketing in a global organization. | Demonstrates a highly effective research methodology to produce data, and background to assess problems, situations, and events related to marketing in a global organization. | Demonstrates effective research methodology to produce data, and background to assess problems, situations, and events related to marketing in a global organization. | Demonstrates partially effective research methodology to produce data, and background to assess problems, situations, and events related to marketing in a global organization. | Demonstrates ineffective research methodology to produce data, and background to assess problems, situations, and events related to marketing in a global organization. |