**BBA Program Assessment Rubric**

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|  | ***BBA Program Standards*** | | | | |
|  | **1** | **2** | **3** | **4** | **5** |
| **PLO3: Collaborate in cross-functional teams utilizing effective business techniques and strategies.** | No evidence of collaboration in cross-functional teams; the identification of the importance of team collaboration is inaccurate or incomplete | Identifies the importance of team collaboration in addressing business problems; identification is accurate but incomplete | Participates in cross-functional teams; provides individual contribution but may fail to effectively collaborate as a functional team | Collaborates in cross-functional teams utilizing effective business strategies and techniques; completes individual obligations and collaborates as an interactive, functional team | Collaborates and operates as a highly interdependent, cross-functional team utilizing effective business strategies and techniques |
| **PLO6: Evaluate potential ethical and legal issues in contemporary business situations and propose appropriate resolutions.** | No awareness of ethical and legal issues in contemporary business situations | Identifies relevant ethical and legal issues; identification is accurate but incomplete | Applies an understanding of relevant ethical and legal issues; understanding is accurate and complete | Evaluates potential ethical and legal issues; analyzes business situations in relation to ethical and legal concerns to propose appropriate resolutions | Assesses and synthesizes potential ethical and legal issues in relation to the unique context of the business situation; proposes innovative resolutions |
| **General Education PLO:**  **PLO4: Interdisciplinary Application: Integrate concepts, principles, and methods across multiple domains (e.g., humanities, social, behavioral, and natural sciences) as applied to personal and professional endeavors.** | Applies a single (as opposed to interdisciplinary, multidomain) perspective to personal or professional situations | Demonstrates basic interdisciplinary understanding by applying concepts, principles, or methods from multiple domains as directed to personal and professional situations; application is accurate but not integrated | Integrates basic concepts, principles, or methods from multiple domains as directed for application to personal and professional situations; application is accurate and complete | Independently integrates interdisciplinary information to apply the most relevant concepts, principles, or methods from multiple domains to personal and professional situations | Provides a sophisticated integration of appropriate concepts, principles, and methods from multiple domains to create insightful applications to personal and professional situations |