**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*

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| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| PLO #1  Develop organizational and operational plans to solve problems and improve the business environment and performance. | Demonstrates exemplary understanding of strategy management related to organizational and operational plans to provide an expansion recommendation to an organization’s senior executives. | Demonstrates an advanced understanding of strategy management related to organizational and operational plans to provide an expansion recommendation to an organization’s senior executives. | Demonstrates an understanding of strategy management related to organizational and operational plans to provide an expansion recommendation to an organization’s senior executives. | 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. | 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. |
| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| PLO #2  Analyze various leader, follow, cultural, and situational characteristics that contribute to leadership, and adapt to the needs of situations, employees, and co-workers. | Exemplary analysis of the leadership, cultural, and situational factors related to needs of situations, employees, and co-workers in the target country. | Advanced analysis of the leadership, cultural, and situational factors related to needs of situations, employees, and co-workers in the target country. | Effective analysis of the leadership, cultural, and situational factors related to needs of situations, employees, and co-workers in the target country. | 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. | 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. |

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| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| **INFORMATION LITERACY**  PLO #3  Apply qualitative and quantitative analysis to evaluate the quality of decision making and research to solve problems. | 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. | 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. | Demonstrates application of research, quantitative, and qualitative analysis to evaluate the success of entering a global market. | 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. | 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. |
| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| PLO #4  Use knowledge of economic concepts, principles, and theory to critically analyze and evaluate economic problems and opportunities. | Exemplary application of economic principles, concepts, and theories to critically assess economic impact of entering the target country. | Advanced application of economic principles, concepts, and theories to critically assess economic impact of entering the target country. | Demonstrate application of economic principles, concepts, and theories to critically assess economic impact of entering the target country. | 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. | 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. |
| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| PLO #5  Evaluate the opportunities provided by technology for businesses. | Exemplary evaluation of the opportunities and advantages provided by technology to support the organizational location in the target country. | Advanced evaluation of the opportunities and advantages provided by technology to support the organizational location in the target country. | Effectively evaluate the opportunities and advantages provided by technology to support the organizational location in the target country. | 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. | 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. |
| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| PLO #6  Recognize, evaluate, and manage potential ethical and legal conflicts. | Exemplary outline potential ethical and legal conflicts arising from cultural differences in the target country. | Advanced outline potential ethical and legal conflicts arising from cultural differences in the target country. | Effectively outline potential ethical and legal conflicts arising from cultural differences in the target country. | Partially effective outline of potential ethical and legal conflicts arising from cultural differences in the target country. Some of the potential conflicts are missing. | Ineffective outline of potential ethical and legal conflicts arising from cultural differences in the target country. Few or no conflicts are identified. |
| **Criteria** | **Exemplary (5))** | **Accomplished (4)** | **Proficient (3)** | **Partially Proficient (2)** | **Unacceptable (1)** |
| PLO #7  Communicate effectively in business situations. | Demonstrates exemplary communication methods for all aspects of the strategic plan to senior executives for comprehensive decision making. Incorporates multiple communication approaches. | 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. | 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. | 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. | 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. |