

ASSESSMENT REPORT

California State University East Bay

College of Business and Economics

Summary

Program	Program in College of Business and Economics
Learning Goal	LG 4: Students who graduate will be able to integrate information from different functional areas of business when making managerial decisions.
Learning Objective	LO 4A: Students who graduate will be able to analyze and integrate knowledge across disciplines to make managerial decisions to reach solutions to complex business problems.
Rubric	Used to assess student work or artifact. Available at AOL website and end of report.
Assessed Course(s)	MGMT 693
Assessment Date(s)	Spring 2020
Artifacts Archival	Rubric score sheets saved.
Performance Targets	At least 70% of students will meet expectations on overall rubric score.
Results to Targets	89% of student overall rubric score meet or exceed expectations.

Assessment Results Table(s)

- The top row lists each trait from the learning objective rubric.
- The first column shows the possible scores given to each student.
- The data inside the table list the number and percentage of students' scoring for each trait.
- The percentage of students scoring below expectations for each trait is highlighted in green.
- The bottom two rows show the percentage of students meeting or exceeding expectations for each trait and the percentage of student overall scores meeting or exceeding expectations (highlighted in yellow).

Results

	Trait 1: Analysis of key issues	Trait 2: Concept application	Trait 3: Evaluation of options and decisions
Exceeds Expectation (4)	14	10	5
<i>Percentage</i>	45%	32%	16%
Meets Expectation (3)	17	21	11
<i>Percentage</i>	55%	68%	52%
Below Expectation (0-2)	0	0	10
<i>Percentage</i>	0%	0%	32%
<i>Total Number of Students</i>	31	31	31
Meets or Exceeds by Trait	100%	100%	68%
Overall Meets or Exceeds	89%		

Rubric

LO4A: Intergration			
Traits	Exceeds Expectations (6-8 pts)	Meets Expectations (3-5 pts)	Below Expectations (0-2 pts)
Trait 1: Analysis of key issues	<p>Student develops a well-integrated statement of all the key issues facing the organization.</p> <p>Student provides an in-depth, coherent analysis of the key issues and clearly explains how criteria/principles from various business disciplines are integrated and affect the case.</p>	<p>Student appropriately identifies most of the key issues facing the organization.</p> <p>Student provides a basic analysis of the key issues and considers how criteria/principles from various business disciplines impact each other and the case.</p>	<p>Student neglects to identify the key issues facing the organization or identifies the issues inappropriately.</p> <p>Student provides weak analysis of the key issues, minimally applies criteria/principles from various business disciplines to the case and tends to cover them as if they are in silos.</p>
Trait 2: Concept application	<p>Student has carefully selected the most appropriate and relevant concepts and applied them to the case.</p>	<p>Student has selected the relevant concepts and applied them to the case.</p>	<p>The concepts that the student has selected are not relevant or ineffectively applied to the case.</p>
Trait 3: Evaluation of options and decisions	<p>Student clearly demonstrates the tensions and potential synergies between relevant functional areas.</p> <p>Student presents options from a variety of perspectives in a thorough and logical manner, and makes a strong case for appropriate action.</p>	<p>Student demonstrates a basic understanding of the tensions or synergies between relevant functional areas.</p> <p>Student presents options from a variety of perspectives and recommends appropriate action.</p>	<p>Student does not articulate the tensions or synergies between relevant functional areas.</p> <p>Business decisions do not flow logically from integrated analysis and are poorly argued.</p>
			source: SFSU MBA

End of Report