

ORU MASTER OUTCOME RUBRIC

Academic Department: Business

Program Name: (Major, Major/Concentration) Master Business Administration - Leadership (Online)

Program Outcome Number: 1

Program Outcome Description: Apply business theories and demonstrate in-depth comprehensive understanding of business knowledge and theory across the four major business disciplines of Accounting, Finance, Management, and Marketing (Business Knowledge and Application Outcome - Peregrine).

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
MBAL-OL-1-A-Accounting	Accounting	As a group, scored a minimum of 80 th percentile on the Accounting Portion of the Peregrine Test.	As a group, scored a minimum of 60 th percentile or better (but less than 80 th) on the Accounting Portion of the Peregrine Test.	As a group, scored a minimum of 40 th percentile or better (but less than 60 th) on the Accounting Portion of the Peregrine Test.	As a group, scored a minimum of 20 th percentile or better (but less than 40 th) on the Accounting Portion of the Peregrine Test.	As a group, scored below 20 th percentile on the Accounting Portion of the Peregrine Test.
MBAL-OL-1-B-Finance	Finance	As a group, scored a minimum of 80 th percentile on the Finance Portion of the Peregrine Test.	As a group, scored a minimum of 60 th percentile or better (but less than 80 th) on the Finance Portion of the Peregrine Test.	As a group, scored a minimum of 40 th percentile or better (but less than 60 th) on the Finance Portion of the Peregrine Test.	As a group, scored a minimum of 20 th percentile or better (but less than 40 th) on the Finance Portion of the Peregrine Test.	As a group, scored below 20 th percentile on the Finance Portion of the Peregrine Test.
MBAL-OL-1-C-Management	Management	As a group, scored a minimum of 80 th percentile on the Management Portion of the Peregrine Test.	As a group, scored a minimum of 60 th percentile or better (but less than 80 th) on the Management Portion of the Peregrine Test.	As a group, scored a minimum of 40 th percentile or better (but less than 60 th) on the Management Portion of the Peregrine Test.	As a group, scored a minimum of 20 th percentile or better (but less than 40 th) on the Management Portion of the Peregrine Test.	As a group, scored below 20 th percentile on the Management Portion of the Peregrine Test.
MBAL-OL-1-D-Marketing	Marketing	As a group, scored a minimum of 80 th percentile on the Marketing Portion of the Peregrine Test.	As a group, scored a minimum of 60 th percentile or better (but less than 80 th) on the Marketing Portion of the Peregrine Test.	As a group, scored a minimum of 40 th percentile or better (but less than 60 th) on the Marketing Portion of the Peregrine Test.	As a group, scored a minimum of 20 th percentile or better (but less than 40 th) on the Marketing Portion of the Peregrine Test.	As a group, scored below 20 th percentile on the Marketing Portion of the Peregrine Test.

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Program Name: (Major, Major/Concentration)

Program Outcome Number:

Program Outcome Description:

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
MBAL-OL-2-A-Content Knowledge	Content Knowledge	Demonstrates proficiency in breath of content from assigned readings and from relevant outside resources	Demonstrates sufficiency in content from assigned readings and with some resources	Demonstrates insufficiency in content from assigned sources with little to no outside resources	Demonstrates deficiency in focusing on assigned content. Draws upon no outside materials.	Not attempted
MBAL-OL-2-B-Argument and Analysis	Argument and Analysis	Demonstrates proficiency in critical reasoning tying topic, content and application. Shows proficient argument and analysis.	Demonstrates sufficiency in critical reasoning making some connection between topic, content and application. Shows sufficient argument and analysis.	Demonstrates insufficiency in critical reasoning making little to no connection between topic, content and application. Shows insufficient argument and analysis.	Demonstrates deficiency in critical reasoning making no connection between topic, content and application. Argument and analysis is deficient.	Not attempted
MBAL-OL-2-C-Writing and Structure	Writing and Structure	Demonstrates proficiency by no grammatical or writing errors with clear introduction, flow and appropriate structure. Displays major self-understanding. The document/presentation uses relevant examples, clear steps and recommendations that an explicit audience can use to improve their lives and impact society.	Demonstrates sufficiency by not more than 1 grammatical or writing error a page with some purpose or premise; with some structure. Displays good self-understanding. The work acknowledges its audience's context and provides general recommendations.	Demonstrates insufficiency by more than 2 grammatical or writing errors a page, with vague purpose or premise; with weak structure. Some self-understanding. The work is implicit about its intended audience and suggests some action.	Demonstrates deficiency by more than 3 grammatical or writing errors a page, with no purpose or premise; with no structure. Lacks self-understanding. Does not acknowledge its audience; nor contain actionable steps.	Not attempted

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Program Outcome Number: 3

Program Outcome Description: *PO: Apply and demonstrate the effective utilization of written communication skills within a contemporary business context (Written Communication). CO: Create an effective strategic plan for an organization (LMBA 565).*

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
MBAL-OL-3-A-Content Knowledge	Content Knowledge	Demonstrates proficiency in breath of content from assigned readings and from relevant outside resources	Demonstrates sufficiency in content from assigned readings and with some resources	Demonstrates insufficiency in content from assigned sources with little to no outside resources	Demonstrates deficiency in focusing on assigned content. Draws upon no outside materials.	Not attempted
MBAL-OL-3-B-Argument and Analysis	Argument and Analysis	Demonstrates proficiency in critical reasoning tying topic, content and application. Shows proficient argument and analysis.	Demonstrates sufficiency in critical reasoning making some connection between topic, content and application. Shows sufficient argument and analysis.	Demonstrates insufficiency in critical reasoning making little to no connection between topic, content and application. Shows insufficient argument and analysis.	Demonstrates deficiency in critical reasoning making no connection between topic, content and application. Argument and analysis is deficient.	Not attempted
MBAL-OL-3-C-Writing and Structure	Writing and Structure	Demonstrates proficiency by no grammatical or writing errors with clear introduction, flow and appropriate structure. Displays major self-understanding. The document/presentation uses relevant examples, clear steps and recommendations that an explicit audience can use to improve their lives and impact society.	Demonstrates sufficiency by not more than 1 grammatical or writing error a page with some purpose or premise; with some structure. Displays good self-understanding. The work acknowledges its audience's context and provides general recommendations.	Demonstrates insufficiency by more than 2 grammatical or writing errors a page, with vague purpose or premise; with weak structure. Some self-understanding. The work is implicit about its intended audience and suggests some action.	Demonstrates deficiency by more than 3 grammatical or writing errors a page, with no purpose or premise; with no structure. Lacks self-understanding. Does not acknowledge its audience; nor contain actionable steps.	Not attempted

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Program Outcome Number: 4

Program Outcome Description: *PO: Apply and demonstrate the effective utilization of verbal communication skills incorporating appropriate presentation technology within a contemporary business context. (Oral Communication). CO: Research, analyze, and summarize your findings on a chosen topic related to the course and justify your own potential decisions by preparing an oral presentation (GBUS 572- Project 13).*

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
MBAL-OL-4-A-Content Knowledge	Content Knowledge	Demonstrates proficiency in breath of content from assigned readings and from relevant outside resources	Demonstrates sufficiency in content from assigned readings and with some resources	Demonstrates insufficiency in content from assigned sources with little to no outside resources	Demonstrates deficiency in focusing on assigned content. Draws upon no outside materials.	Not attempted
MBAL-OL-4-B-Argument and Analysis	Argument and Analysis	Demonstrates proficiency in critical reasoning tying topic, content and application. Shows proficient argument and analysis.	Demonstrates sufficiency in critical reasoning making some connection between topic, content and application. Shows sufficient argument and analysis.	Demonstrates insufficiency in critical reasoning making little to no connection between topic, content and application. Shows insufficient argument and analysis.	Demonstrates deficiency in critical reasoning making no connection between topic, content and application. Argument and analysis is deficient.	Not attempted
MBAL-OL-4-C-Writing and Structure	Writing and Structure	Demonstrates proficiency by no grammatical or writing errors with clear introduction, flow and appropriate structure. Displays major self-understanding. The document/presentation uses relevant examples, clear steps and recommendations that an explicit audience can use to improve their lives and impact society.	Demonstrates sufficiency by not more than 1 grammatical or writing error a page with some purpose or premise; with some structure. Displays good self-understanding. The work acknowledges its audience's context and provides general recommendations.	Demonstrates insufficiency by more than 2 grammatical or writing errors a page, with vague purpose or premise; with weak structure. Some self-understanding. The work is implicit about its intended audience and suggests some action.	Demonstrates deficiency by more than 3 grammatical or writing errors a page, with no purpose or premise; with no structure. Lacks self-understanding. Does not acknowledge its audience; nor contain actionable steps.	Not attempted

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Academic Department:

Program Name: (Major, Major/Concentration)

Program Outcome Number:

Program Outcome Description: *PO: Apply and demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment (Global Perspectives). CO: Analyze and decide among the critical types of entry strategies and organizational structures used in handling international operations. Utilize organizational characteristics such as formalization, specialization, and centralization decide how to structure a new organization in a foreign market (LMBA 551 - Project 13).*

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
MBAL-OL-5-A-Content Knowledge	Content Knowledge	Demonstrates proficiency in breath of content from assigned readings and from relevant outside resources	Demonstrates sufficiency in content from assigned readings and with some resources	Demonstrates insufficiency in content from assigned sources with little to no outside resources	Demonstrates deficiency in focusing on assigned content. Draws upon no outside materials.	Not attempted
MBAL-OL-5-B-Argument and Analysis	Argument and Analysis	Demonstrates proficiency in critical reasoning tying topic, content and application. Shows proficient argument and analysis.	Demonstrates sufficiency in critical reasoning making some connection between topic, content and application. Shows sufficient argument and analysis.	Demonstrates insufficiency in critical reasoning making little to no connection between topic, content and application. Shows insufficient argument and analysis.	Demonstrates deficiency in critical reasoning making no connection between topic, content and application. Argument and analysis is deficient.	Not attempted
MBAL-OL-5-C-Writing and Structure	Writing and Structure	Demonstrates proficiency by no grammatical or writing errors with clear introduction, flow and appropriate structure. Displays major self-understanding. The document/presentation uses relevant examples, clear steps and recommendations that an explicit audience can use to improve their lives and impact society.	Demonstrates sufficiency by not more than 1 grammatical or writing error a page with some purpose or premise; with some structure. Displays good self-understanding. The work acknowledges its audience's context and provides general recommendations.	Demonstrates insufficiency by more than 2 grammatical or writing errors a page, with vague purpose or premise; with weak structure. Some self-understanding. The work is implicit about its intended audience and suggests some action.	Demonstrates deficiency by more than 3 grammatical or writing errors a page, with no purpose or premise; with no structure. Lacks self-understanding. Does not acknowledge its audience; nor contain actionable steps.	Not attempted

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Program Name: (Major, Major/Concentration)

Program Outcome Number:

Program Outcome Description: *PO: Apply and demonstrate an appropriate ability to ethically access, evaluate, and utilize business information as a business leader in a business environment (Information Literacy). CO: Evaluate an information source for relevance, currency, authority, reliability, purpose, and objectivity(GBUS 574).*

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
MBAL-OL-6-A-Content Knowledge	Content Knowledge	Demonstrates proficiency in breath of content from assigned readings and from relevant outside resources	Demonstrates sufficiency in content from assigned readings and with some resources	Demonstrates insufficiency in content from assigned sources with little to no outside resources	Demonstrates deficiency in focusing on assigned content. Draws upon no outside materials.	Not attempted
MBAL-OL-6-B-Argument and Analysis	Argument and Analysis	Demonstrates proficiency in critical reasoning tying topic, content and application. Shows proficient argument and analysis.	Demonstrates sufficiency in critical reasoning making some connection between topic, content and application. Shows sufficient argument and analysis.	Demonstrates insufficiency in critical reasoning making little to no connection between topic, content and application. Shows insufficient argument and analysis.	Demonstrates deficiency in critical reasoning making no connection between topic, content and application. Argument and analysis is deficient.	Not attempted
MBAL-OL-6-C-Writing and Structure	Writing and Structure	Demonstrates proficiency by no grammatical or writing errors with clear introduction, flow and appropriate structure. Displays major self-understanding. The document/presentation uses relevant examples, clear steps and recommendations that an explicit audience can use to improve their lives and impact society.	Demonstrates sufficiency by not more than 1 grammatical or writing error a page with some purpose or premise; with some structure. Displays good self-understanding. The work acknowledges its audience's context and provides general recommendations.	Demonstrates insufficiency by more than 2 grammatical or writing errors a page, with vague purpose or premise; with weak structure. Some self-understanding. The work is implicit about its intended audience and suggests some action.	Demonstrates deficiency by more than 3 grammatical or writing errors a page, with no purpose or premise; with no structure. Lacks self-understanding. Does not acknowledge its audience; nor contain actionable steps.	Not attempted