

Management (B.S.)

University Catalog Description

The major in management prepares students for management and leadership positions in either a corporate or an entrepreneurial setting. All management majors complete the general business foundational courses, along with the core management courses. Management majors are encouraged to pursue the Fast Track M.B.A. program. The undergraduate degree can be completed in three years by following the degree-in-three plan sheet. More information is available from the ORU Undergraduate Business Department.

#	Program Outcomes
1	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.
2	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated
3	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects
4	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.
5	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related
6	Apply business knowledge to prepare a strategic plan for a company, discuss its present business position, its long- term direction, its resources and competitive

Management (B.S.)

Outcome and Key Program Assessment Alignment

KEY PROGRAM ASSESSMENT			PROGRAM OUTCOME						ORU OUTCOME				
#	Course	Assignment Name	1	2	3	4	5	6	1. Spiritual Integrity	2. Personal Resilience	3. Intellectual Pursuit	4. Global Engagement	5. Bold Vision
1	BUS 100	Hobby Lobby Reflection Paper	I	I			I		M				
2	MGT 431	Major Field Test	D	M	M	M	M	M			M		M
3.1	MGT 341	Oral Presentation of a Research Project			D		D			M	M	M	M
3.2	MGT 431	Oral Presentation of Strategic Recommendations	D	M	M	M	M	M			M		M
4.1	BUS 499	Business Plan for Assigned Company	D	M	M	M	M	D			M		
4.2	MGT 431	Final Case Analysis	D	M	M	M	M	M			M		M
5.1	BUS 499	Business Plan for Assigned Company	D	M	M	M	M	D			M		
5.2	MGT 341	Written Business Letter			D		D			M	M	M	M
6	MGT 431	Environmental Analysis and Competitive Positioning	D	M	M	M	M	M			M		M

Management (B.S.)

Key Program Assessment #1

Course:

Name of Assignment:

Date:

Instructions in Brightspace
see document Out1_BUS100

Instructions for Scoring
The course professor will use the scoring rubric, which is a duplicate of the rubric the candidate used, to evaluate the completed assignment. Students can access: (1) professor's feedback and their individual criterion and overall rubric score in Dropbox; (2) the percentage score in Grades; and (3) their progress on the outcomes in the Progress Summary.

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
1 & 5	1-A	MGT-1-A-Christian Values	Uses appropriate content to illustrate mastery in understanding of Christian values	Uses appropriate content to illustrate a solid understanding of Christian values	Uses appropriate content to illustrate an adequate understanding of Christian values	Uses appropriate content to illustrate a superficial awareness of Christian values	No understanding of Christian values	
1 & 5	1-B	MGT-1-B-Biblical Support	Demonstrates skillful use of Biblical references to support value conclusions	Demonstrates consistent use of Biblical references to support value conclusions	Demonstrates some use of Biblical references to support value conclusions	Demonstrates minimal use of Biblical references to support value conclusions	No Biblical references evident	

Management (B.S.)

Key Program Assessment #2

Course: MGT 431

Name of Assignment: Major Field Test

Date: 11/3/2022

Instructions in Brightspace *The Major Field Test (MFT) is a computerized, multiple-choice test divided into two, one-hour sessions. The test requires approximately two and a half hours to complete. Each test contains question that elicit concrete information as well as questions that require interpretation of graphs, diagrams, and charts based on material closely related to the field.*

Instructions for Scoring *The course professor will use the scoring rubric, which is a duplicate of the rubric the candidate used, to evaluate the completed assignment. Students can access: (1) professor's feedback and their individual criterion and overall rubric score in Dropbox; (2) the percentage score in Grades; and (3) their progress on the outcomes in the Progress Summary.*

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
3 & 5	2-A	MGT-2-A-Overall Score on the MFT	Scored a minimum of 80th percentile as a group on the MFT	As a group, scored a minimum of 60th percentile or better (but less than 80th) on the MFT	As a group, scored a minimum of 40th percentile or better (but less than 60th) on the MFT	As a group, scored a minimum of 20th percentile or better (but less than 40th) on the MFT	Scored below 20th percentile as a group on the MFT	
3 & 5	2-B	MGT-2-B-Management Score	Scored a minimum of 80th percentile as a group on the Management portion of the MFT	As a group, scored a minimum of 60th percentile or better (but less than 80th) on the Management portion of the MFT	As a group, scored a minimum of 40th percentile or better (but less than 60th) on the Management portion of the MFT	As a group, scored a minimum of 20th percentile or better (but less than 40th) on the Management portion of the MFT	Scored below 20th percentile as a group on the Management portion of the MFT	

Management (B.S.)

Key Program Assessment #3

Course: **MGT 341**

Name of Assignment: **Oral Presentation of a Research Project**

Date: **11/3/2022**

Instructions in Brightspace: See document *Out3.1&5.2_MGT341*

Instructions for Scoring: *The course professor will use the scoring rubric, which is a duplicate of the rubric the candidate used, to evaluate the completed assignment. Students can access: (1) professor's feedback and their individual criterion and overall rubric score in Dropbox; (2) the percentage score in Grades; and (3) their progress on the outcomes in the Progress Summary.*

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
2, 3, 4 & 5	3-A	MGT-3-A-Organization	Organizational pattern (sequenced material with transitions) is clearly and consistently observable and is skillful in making the content of the presentation cohesive.	Organizational pattern (sequenced material with transitions) is clearly and consistently observable within the presentation.	Organizational pattern (sequenced material with transitions) is intermittently observable within the presentation.	Organizational pattern (sequenced material with transitions) is rarely observable within the presentation.	Assignment not completed	
2, 3, 4 & 5	3-B	MGT-3-B-Language	Language was always articulated due to volume and rate; language choices were always professional.	Language was often articulated due to volume and rate; language choices were often professional.	Language was seldom articulated due to volume and rate; language choices were seldom professional.	Language was not articulated due to volume and rate; language choices were unprofessional.	Assignment not completed	
2, 3, 4 & 5	3-C	MGT-3-C-Delivery	Delivery techniques (posture, gestures, eye contact) make the speaker appear polished and confident and delivery enhances the presentation.	Delivery techniques (posture, gestures, eye contact) make the speaker appear comfortable.	Delivery techniques (posture, gestures, eye contact) make the speaker appear tentative.	Delivery techniques (posture, gestures, eye contact) make the speaker appear uncomfortable and detract from the presentation.	Assignment not completed	

Management (B.S.)

Key Program Assessment #3

Course: **MGT 431**

Name of Assignment: **Oral Presentation of Strategic Recommendations**

Date: **11/3/2022**

Instructions in Brightspace

Professional Oral Presentation that includes:
 A. Following the presentation format and transitions I provide them as a template
 B. Professional appearance and engagement
 C. Orally engaging in a strong manner that demonstrates preparation and confidence in the presentation and analysis of the information
 D. Responding well to probing inquiries regarding their work production and conclusions
 E. Demonstrating strong Critical Thinking and Analytical Reasoning – demonstrating the ability to think and engage on their feet – not a memorized presentation – more of a dynamic engagement

Instructions for Scoring

The course professor will use the scoring rubric, which is a duplicate of the rubric the candidate used, to evaluate the completed assignment. Students can access: (1) professor's feedback and their individual criterion and overall rubric score in Dropbox; (2) the percentage score in Grades; and (3) their progress on the outcomes in the Progress Summary.

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
2, 3, 4 & 5	3-A	MGT-3-A-Organization	Organizational pattern (sequenced material with transitions) is clearly and consistently observable and is skillful in making the content of the presentation cohesive.	Organizational pattern (sequenced material with transitions) is clearly and consistently observable within the presentation.	Organizational pattern (sequenced material with transitions) is intermittently observable within the presentation.	Organizational pattern (sequenced material with transitions) is rarely observable within the presentation.	Assignment not completed	
2, 3, 4 & 5	3-B	MGT-3-B-Language	Language was always articulated due to volume and rate; language choices were always professional.	Language was often articulated due to volume and rate; language choices were often professional.	Language was seldom articulated due to volume and rate; language choices were seldom professional.	Language was not articulated due to volume and rate; language choices were unprofessional.	Assignment not completed	
2, 3, 4 & 5	3-C	MGT-3-C-Delivery	Delivery techniques (posture, gestures, eye contact) make the speaker appear polished and confident and delivery enhances the presentation.	Delivery techniques (posture, gestures, eye contact) make the speaker appear comfortable.	Delivery techniques (posture, gestures, eye contact) make the speaker appear tentative.	Delivery techniques (posture, gestures, eye contact) make the speaker appear uncomfortable and detract from the presentation.	Assignment not completed	

Management (B.S.)

Key Program Assessment #4

Course: **BUS 499**

Name of Assignment: **Business Plan for Assigned Company**

Date: **11/3/2022**

Instructions in Brightspace: See file *Out4.1&5.1_BUS499*

Instructions for Scoring: *The course professor will use the scoring rubric, which is a duplicate of the rubric the candidate used, to evaluate the completed assignment. Students can access: (1) professor's feedback and their individual criterion and overall rubric score in Dropbox; (2) the percentage score in Grades; and (3) their progress on the outcomes in the Progress Summary.*

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
	4-A	MGT-4-A Attendance/Engagement	Always attended group meetings	Frequently attended group meetings	Seldom attended group meetings	Attended 1 or 2 group meetings	Never attended group meetings	
	4-B	MGT-4-B-Quality of Ideas/Work	Always contributed high quality ideas and high quality work	Frequently contributed high quality ideas and high quality work	Seldom contributed high quality ideas and high quality work	Rarely contributed high quality ideas and high quality work	Never contributed	
	4-C	MGT-4-C-Timeliness	Always met group deadlines	Frequently met group deadlines	Seldom met group deadlines	Rarely met group deadlines	Never met deadlines	
	4-D	MGT-4-D-Fosters Team Climate	Supports a constructive team climate by doing all of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Supports a constructive team climate by doing any three of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Supports a constructive team climate by doing any two of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Supports a constructive team climate by doing any one of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Did not support a constructive team climate	

Management (B.S.)

Key Program Assessment #4

Course: **MGT 431**

Name of Assignment: **Final Case Analysis**

Date: **11/3/2022**

Instructions in Brightspace Full collaboration utilizing great team skills is very important. Strat team concept is not a silo model where individual students do separate sections to then merely compile those sections together for the final project. Rather, everything that is produced in the final report becomes the ownership of every team member. So, collaboration and team engagement is essential

Instructions for Scoring The course professor will use the scoring rubric, which is a duplicate of the rubric the candidate used, to evaluate the completed assignment. Students can access: (1) professor's feedback and their individual criterion and overall rubric score in Dropbox; (2) the percentage score in Grades; and (3) their progress on the outcomes in the Progress Summary.

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
	4-A	MGT-4-A Attendance/Engagement	Always attended group meetings	Frequently attended group meetings	Seldom attended group meetings	Attended 1 or 2 group meetings	Never attended group meetings	
	4-B	MGT-4-B-Quality of Ideas/Work	Always contributed high quality ideas and high quality work	Frequently contributed high quality ideas and high quality work	Seldom contributed high quality ideas and high quality work	Rarely contributed high quality ideas and high quality work	Never contributed	
	4-C	MGT-4-C-Timeliness	Always met group deadlines	Frequently met group deadlines	Seldom met group deadlines	Rarely met group deadlines	Never met deadlines	
	4-D	MGT-4-D-Fosters Team Climate	Supports a constructive team climate by doing all of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Supports a constructive team climate by doing any three of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Supports a constructive team climate by doing any two of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Supports a constructive team climate by doing any one of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Did not support a constructive team climate	

Management (B.S.)

Key Program Assessment #5

Course: BUS 499

Name of Assignment: Business Plan for Assigned Company

Date: 11/3/2022

Instructions in Brightspace: See document Out4.1&5.1_BUS499

Instructions for Scoring: The course professor will use the scoring rubric, which is a duplicate of the rubric the candidate used, to evaluate the completed assignment. Students can access: (1) professor's feedback and their individual criterion and overall rubric score in Dropbox; (2) the percentage score in Grades; and (3) their progress on the outcomes in the Progress Summary.

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
3 & 5	5-A	MGT-5-A-Grammar and Spelling	Correct grammar and spelling are flawless. The paper is of publishable quality.	Correct grammar and spelling are frequently evident with a few minor punctuation or spelling errors.	Correct grammar and spelling are evident at times with several mistakes in punctuation or spelling.	Correct grammar and spelling are rarely evident with continual mistakes in punctuation and spelling.	No attempt was made to use accurate grammar and spelling.	
3 & 5	5-B	MGT-5-B-Organization	Organizational pattern (sequenced material with transitions) is clearly and consistently observable and is skillful in making the content cohesive.	Organizational pattern (sequenced material with transitions) is clearly and consistently observable.	Organizational pattern (sequenced material with transitions) is intermittently observable.	Organizational pattern (sequenced material with transitions) is disjointed and rarely observable.	No attempt was made to sequence material with transitions	
3 & 5	5-C	MGT-5-C-Content	Uses appropriate content to illustrate mastery of the subject matter	Uses appropriate content to illustrate a solid understanding of the subject matter	Uses appropriate content to illustrate an adequate understanding of the subject matter	Uses appropriate content to illustrate a superficial awareness of the subject matter	No understanding of the content or subject matter	
3 & 5	5-D	MGT-5-D-Vocabulary	Language was always professional, objective, and written in 3rd person.	Language was often professional, objective, and written in 3rd person.	Language was seldom professional, objective, or not written in 3rd person.	Language was unprofessional (using slang terms and exaggerations) with informal opinionated statements and constant use of first person.	Language was unintelligible.	
3 & 5	5-E	MGT-5-E-Sources and Evidence	Demonstrates skillful use of high-quality, credible, sources to develop ideas	Demonstrates consistent use of credible sources	Demonstrates some use of credible sources	Demonstrates minimal use of credible sources	No sources evident	

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
3 & 5	5-F	MGT-5-F-APA Format	APA format is correctly used in both in-text citations and reference page.	Maximum of 3 errors noted in APA formatting	Maximum of 5 errors noted in APA formatting	Maximum of 5 errors noted in APA formatting	APA format was not attempted	

Management (B.S.)

Key Program Assessment #5

Course: MGT 341

Name of Assignment: Written Business Letter

Date: 11/3/2022

Instructions in Brightspace: See document Out3.1&5.2_MGT341

Instructions for Scoring: The course professor will use the scoring rubric, which is a duplicate of the rubric the candidate used, to evaluate the completed assignment. Students can access: (1) professor's feedback and their individual criterion and overall rubric score in Dropbox; (2) the percentage score in Grades; and (3) their progress on the outcomes in the Progress Summary.

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
3 & 5	5-A	MGT-5-A-Grammar and Spelling	Correct grammar and spelling are flawless. The paper is of publishable quality.	Correct grammar and spelling are frequently evident with a few minor punctuation or spelling errors.	Correct grammar and spelling are evident at times with several mistakes in punctuation or spelling.	Correct grammar and spelling are rarely evident with continual mistakes in punctuation and spelling.	No attempt was made to use accurate grammar and spelling.	
3 & 5	5-B	MGT-5-B-Organization	Organizational pattern (sequenced material with transitions) is clearly and consistently observable and is skillful in making the content cohesive.	Organizational pattern (sequenced material with transitions) is clearly and consistently observable.	Organizational pattern (sequenced material with transitions) is intermittently observable.	Organizational pattern (sequenced material with transitions) is disjointed and rarely observable.	No attempt was made to sequence material with transitions	
3 & 5	5-C	MGT-5-C-Content	Uses appropriate content to illustrate mastery of the subject matter	Uses appropriate content to illustrate a solid understanding of the subject matter	Uses appropriate content to illustrate an adequate understanding of the subject matter	Uses appropriate content to illustrate a superficial awareness of the subject matter	No understanding of the content or subject matter	
3 & 5	5-D	MGT-5-D-Vocabulary	Language was always professional, objective, and written in 3rd person.	Language was often professional, objective, and written in 3rd person.	Language was seldom professional, objective, or not written in 3rd person.	Language was unprofessional (using slang terms and exaggerations) with informal opinionated statements and constant use of first person.	Language was unintelligible.	
3 & 5	5-E	MGT-5-E-Sources and Evidence	Demonstrates skillful use of high-quality, credible, sources to develop ideas	Demonstrates consistent use of credible sources	Demonstrates some use of credible sources	Demonstrates minimal use of credible sources	No sources evident	

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
3 & 5	5-F	MGT-5-F-APA Format	APA format is correctly used in both in-text citations and reference page.	Maximum of 3 errors noted in APA formatting	Maximum of 5 errors noted in APA formatting	Maximum of 5 errors noted in APA formatting	APA format was not attempted	

Management (B.S.)

Key Program Assessment #6

Course: **MGT 431**

Name of Assignment: **Environmental Analysis and Competitive Positioning**

Date: **11/3/2022**

Instructions in Brightspace

A. The General Environment dynamics (Political/Legal, Demographic, Socio-cultural, Technological, and Economic)
 B. The Industry dynamics, and
 C. The Competitive dynamics
 All in order to identify the most significant opportunities and threats in the external environments, leading to excellent recommendations of strong strategic alternative responses relative to those opportunities and threats.

Instructions for Scoring

The course professor will use the scoring rubric, which is a duplicate of the rubric the candidate used, to evaluate the completed assignment. Students can access: (1) professor's feedback and their individual criterion and overall rubric score in Dropbox; (2) the percentage score in Grades; and (3) their progress on the outcomes in the Progress Summary.

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
3	6-A	MGT-6-A-Market and Competitive Analysis	Excellent application of environmental and competitive analysis methodology to recommend strategic alternatives	Good application of environmental and competitive analysis methodology to recommend strategic alternatives	Adequate application of environmental and competitive analysis methodology to recommend strategic alternatives.	Poor application of environmental and competitive analysis methodology to recommend strategic alternatives.	Application of environmental and competitive analysis methodology not attempted. No recommendations for strategic alternatives.	