

**Assurance of Student Learning Assessment Plan
For New Program Proposal
2023-2024**

College Name: Gordon Ford College of Business

Department Name: GFCB Interdisciplinary – MBA Program

Proposed Program Name: Enterprise Management Certificate

Name of Proponent/Program Director: Dana Henson

Program Learning Outcome 1

Learning Outcome 1:	Students will develop a marketing plan, adopting best practices for product, price, placement and promotion.
Measurement Instrument(s)	Direct Measure – Student will prepare a Marketing Plan, including a written market plan document.
Criteria for Student Success	Students must score 80/100 on the grading rubric . (See grading rubric attached.)
Methods	Portfolio item – Marketing Plan.

Program Learning Outcome 2	
Learning Outcome 2	Students will be able to discuss best practices in contemporary marketing, including customer relationship management practices, digital marketing, and strategic marketing elements.
Measurement Instrument(s)	Direct Measure - Portfolio item - Students will create an Employee Life Cycle strategy and pull through plan for a contemporary organization.
Criteria for Student Success	Student must score Acceptable on 80% of the items scored. Please see Rubric attached.
Methods	Direct measure – Portfolio Item

Program Learning Outcome 3	
Learning Outcome 3	Students will describe the strategic alignment of the human resources system, with organizational goals and initiatives, including functions across the Employee Life Cycle.
Measurement Instrument(s)	Direct Measure – Students will create a Portfolio Item, the Strategic Human Resources Plan Proposal, that aligns the human resources system, and functions across the Employee Life Cycle, with the organization’s strategic plan. The proposals will be graded with a common rubric for Employee Life Cycle Strategic Alignment Plan.
Criteria for Student Success	Students must score Acceptable on 80% of the items scored. Please see Rubric attached.
Methods	Direct Measure – Portfolio Item

Program Learning Outcome 4	
Learning Outcome 4	Students will analyze a company's operating performance goals to identify operational capabilities and solve practical business problems for improved performance and document them in a written report.
Measurement Instrument(s)	Direct Measure – Students will prepare a Case Study analysis written report that demonstrates application of accounting and operations principles to evaluate operational capabilities, including making reasonable, well-supported recommendations to address business problems.
Criteria for Student Success	Students must score Acceptable on 80% of the items scored. Please see Rubric attached.

Methods	Direct Measure – Portfolio Item
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Enterprise Management Rubrics

SLO 1 Rubric for Evaluating a Marketing Plan

Criteria for Assessment:

- Market Research: The depth and quality of market research conducted to support the marketing plan, including analysis of competition, target audience, and industry trends.
- Marketing Strategy: The overall marketing strategy, including the use of various marketing channels and tactics, as well as the budget and timeline for implementation.
- Measurable Goals: The extent to which the marketing plan includes specific, measurable, achievable, relevant, and time-bound goals.
- Innovation: The creativity and originality demonstrated in the marketing plan, including new and unique approaches to promoting the MBA course.
- Communication: The clarity and effectiveness of the communication plan, including the messaging and branding used to promote the MBA course.
- Return on Investment (ROI): The potential return on investment of the marketing plan, including the estimated cost and potential revenue generated by the MBA course.

Outstanding:

Comprehensive market research that provides a detailed analysis of the competition, target audience, and industry trends.

A well-defined marketing strategy that includes a diverse mix of marketing channels and tactics, as well as a clear budget and timeline for implementation.

Specific, measurable, achievable, relevant, and time-bound goals that are aligned with the overall objectives plan.

Innovative and creative ideas that demonstrate originality and outside-the-box thinking.

A clear and effective communication plan that incorporates a consistent messaging and branding strategy.

A well-documented and realistic ROI analysis that demonstrates the potential for significant revenue generation.

Acceptable:

- Adequate market research that provides a basic understanding of the competition, target audience, and industry trends.
- A solid marketing strategy that includes a mix of marketing channels and tactics, as well as a clear budget and timeline for implementation.
- Goals that are specific and measurable, but may lack some detail or alignment with the overall objectives of the plan.
- Some level of innovation and creativity, but with room for improvement in terms of originality and outside-the-box thinking.
- A communication plan that is clear and effective, but may lack some consistency or a well-defined branding strategy.
- An ROI analysis that is realistic but may not fully consider all potential costs and revenue sources.

Needs Work:

- Inadequate market research that does not provide a clear understanding of the competition, target audience, or industry trends.
- A marketing strategy that is incomplete or lacks detail, with no clear budget or timeline for implementation.
- Goals vague, not specific or measurable, with no clear alignment with the plan's overall objectives.
- Lack of innovation or creativity, with no new or unique ideas presented.
- A communication plan that is unclear or ineffective, with no clear messaging or branding strategy.
- An ROI analysis that is unrealistic or incomplete, with no consideration of all potential costs and revenue sources.

SLO 2 Rubric for Evaluating Operating Budgets Assignment with Narrative

Criteria for Assessment:

Accuracy and Completeness (30 points)

- Outstanding (27-30): Budget is accurate and complete with no errors or omissions.
- Acceptable (19-26): Budget is mostly accurate and complete, but contains some minor errors or omissions.
- Needs Work (0-18): Budget contains significant errors or omissions that make it difficult to understand or use.

Clarity and Formatting (30 points)

- Outstanding (27-30): Budget is presented in a clear, organized, and easy-to-understand format with appropriate headings, labels, and subtotals.
- Acceptable (19-26): Budget is presented in a mostly clear and organized format, but some headings, labels, or subtotals may be missing or unclear.
- Needs Work (0-18): Budget is presented in an unclear or disorganized format, making it difficult to follow or understand.

Use of Narrative (20 points)

- Outstanding (18-20): Budget includes a well-written narrative that provides a clear and detailed explanation of the assumptions, methodology, and conclusions of the budget.
- Acceptable (13-17): Budget includes a narrative that provides some explanation of the assumptions, methodology, and conclusions of the budget, but may be too general or lack detail in some areas.
- Needs Work (0-12): Budget does not include a narrative or the narrative is incomplete, unclear, or difficult to understand.

Creativity and Innovation (10 points)

- Outstanding (9-10): Budget includes creative and innovative ideas that add value or solve problems in new ways.
- Acceptable (6-8): Budget includes some creative and innovative ideas, but they may not be fully developed or implemented.
- Needs Work (0-5): Budget does not include any creative or innovative ideas or they are not relevant or appropriate.

Adherence to Budget Guidelines (10 points)

- Outstanding (9-10): Budget follows all guidelines and requirements specified in the assignment, including assumptions, inputs, outputs, and formatting.
- Acceptable (6-8): Budget mostly follows the guidelines and requirements specified in the assignment, but may have some minor deviations or errors.
- Needs Work (0-5): Budget does not follow the guidelines and requirements specified in the assignment or has significant deviations or errors.

SLO 3 Grading Rubric for Employee Life Cycle Plan for Talent Development

Overall Evaluation:

Outstanding: The employee life cycle plan is comprehensive, clear, concise, and exhibits a strong understanding of the key concepts and theories relevant to talent development. It presents a well-reasoned and compelling argument supported by sound evidence and thorough analysis.

Acceptable: The employee life cycle plan is mostly comprehensive, clear, concise, and exhibits a good understanding of the key concepts and theories relevant to talent development. It presents a well-reasoned and persuasive argument supported by evidence and analysis, but with some minor issues.

Needs Work: The employee life cycle plan is incomplete, unclear, and/or lacks a good understanding of the key concepts and theories relevant to talent development. It presents an argument that is not well-reasoned, not persuasive, and/or is not supported by evidence and analysis.

Evaluation Criteria:

Needs Assessment (20 points)

- **Outstanding:** The needs assessment is comprehensive and clear, identifying the key gaps in talent development at different stages of the employee life cycle, and using a range of data sources to support its findings.
- **Acceptable:** The needs assessment is good, identifying the key gaps in talent development at different stages of the employee life cycle, and using some data sources to support its findings, but with some minor issues.
- **Needs Work:** The needs assessment is incomplete, unclear, and/or does not identify the key gaps in talent development at different stages of the employee life cycle, and does not use data sources to support its findings.

Development Strategies (30 points)

- **Outstanding:** The development strategies are comprehensive, clear, and tailored to address the identified gaps at different stages of the employee life cycle, and are supported by sound evidence and analysis.
- **Acceptable:** The development strategies are good, tailored to address the identified gaps at different stages of the employee life cycle, and supported by some evidence and analysis, but with some minor issues.
- **Needs Work:** The development strategies are incomplete, unclear, and/or do not address the identified gaps at different stages of the employee life cycle, and are not supported by evidence and analysis.

Implementation Plan (30 points)

- **Outstanding:** The implementation plan is comprehensive, clear, and well-organized, with specific timelines, responsibilities, and measures of success for each stage of the employee life cycle.
- **Acceptable:** The implementation plan is good, well-organized, with specific timelines, responsibilities, and measures of success for each stage of the employee life cycle, but with some minor issues.
- **Needs Work:** The implementation plan is incomplete, unclear, and/or lacks specific timelines, responsibilities, and measures of success for each stage of the employee life cycle.

Evaluation and Continuous Improvement (20 points)

- Outstanding: The plan includes a comprehensive and well-designed evaluation plan to measure the effectiveness of the development strategies, and outlines specific steps for continuous improvement based on the evaluation results.
- Acceptable: The plan includes a good evaluation plan to measure the effectiveness of the development strategies, and outlines some steps for continuous improvement based on the evaluation results, but with some minor issues.
- Needs Work: The plan does not include a clear evaluation plan to measure the effectiveness of the development strategies, and/or does not outline specific steps for continuous improvement based on the evaluation results.

Writing and Presentation (10 points)

- Outstanding: The writing is clear, concise, and well-organized, with no errors in grammar, spelling, or punctuation. The presentation is well-designed, professional, and engaging.
- Acceptable: The writing is good, but with some minor issues in terms of clarity, conciseness, and/or organization. The presentation is good, but with some minor issues in terms of design, professionalism, and/or engagement.
- Needs Work: The writing is unclear, disorganized, and/or contains errors

SLO 4 Grading Rubric for Business Case Analysis

Overall Evaluation:

Outstanding: The business case analysis is comprehensive, clear, concise, and exhibits a strong understanding of the key concepts and theories relevant to the analysis. It presents a well-reasoned and compelling argument supported by sound evidence and thorough analysis.

Acceptable: The business case analysis is mostly comprehensive, clear, concise, and exhibits a good understanding of the key concepts and theories relevant to the analysis. It presents a well-reasoned and persuasive argument supported by evidence and analysis, but with some minor issues.

Needs Work: The business case analysis is incomplete, unclear, and/or lacks a good understanding of the key concepts and theories relevant to the analysis. It presents an argument that is not well-reasoned, not persuasive, and/or is not supported by evidence and analysis.

Evaluation Criteria:

Executive Summary (10 points)

- **Outstanding:** The executive summary provides a concise and compelling overview of the business case, including key findings, conclusions, and recommendations.
- **Acceptable:** The executive summary provides a good overview of the business case, including key findings, conclusions, and recommendations, but with some minor issues.
- **Needs Work:** The executive summary is incomplete, unclear, and/or lacks a good overview of the business case, including key findings, conclusions, and recommendations.

Introduction (10 points)

- **Outstanding:** The introduction provides a clear and concise overview of the business case, including the background, context, and problem statement.
- **Acceptable:** The introduction provides a good overview of the business case, including the background, context, and problem statement, but with some minor issues.
- **Needs Work:** The introduction is incomplete, unclear, and/or lacks a good overview of the business case, including the background, context, and problem statement.

Analysis (40 points)

- **Outstanding:** The analysis is comprehensive, clear, and concise, and demonstrates a deep understanding of the key concepts and theories relevant to the analysis. It is well-organized and presents a thorough analysis of the relevant data and information, with sound reasoning and evidence.
- **Acceptable:** The analysis is mostly comprehensive, clear, and concise, and demonstrates a good understanding of the key concepts and theories relevant to the analysis. It is well-organized and presents a good analysis of the relevant data and information, but with some minor issues.
- **Needs Work:** The analysis is incomplete, unclear, and/or lacks a good understanding of the key concepts and theories relevant to the analysis. It is not well-organized and/or does not present a thorough analysis of the relevant data and information.

Conclusions and Recommendations (20 points)

- **Outstanding:** The conclusions and recommendations are well-reasoned, clearly stated, and supported by sound evidence and analysis.

- Acceptable: The conclusions and recommendations are good, but with some minor issues in terms of their reasoning, clarity, and/or support by evidence and analysis.
- Needs Work: The conclusions and recommendations are not well-reasoned, unclear, and/or lacking in support by evidence and analysis.

Writing and Presentation (20 points)

- Outstanding: The writing is clear, concise, and well-organized, with no errors in grammar, spelling, or punctuation. The presentation is well-designed, professional, and engaging.
- Acceptable: The writing is good, but with some minor issues in terms of clarity, conciseness, and/or organization. The presentation is good, but with some minor issues in terms of design, professionalism, and/or engagement.
- Needs Work: The writing is unclear, disorganized, and/or contains errors in grammar, spelling, or punctuation. The presentation is poorly designed, unprofessional, and/or unengaging.