

MBA-E Program Learning Goal 1 (Goal, Objective and Rubric)

MBA-E Goal 1: Integrative Business Knowledge

Graduates will be proficient in integrating the techniques, processes, and procedures of the fundamental business disciplines (accounting, economics, finance, marketing, management, human resource management, operations management, and information technology). They will be able to apply theory, skills, and knowledge from these disciplines to business practice.

Objective: Graduates will demonstrate competence to integrate knowledge across business fields in solving a business problem.

Where measure? Course-embedded case analysis (capstone)

Assessment Measure: A case analysis from the capstone MBA-E course, MGMT 600E, is evaluated for integration of business knowledge across fields.

Rubric

Traits (Core level Knowledge)	Below Expectations (1 point)	Meets Expectations (2 points)	Exceeds Expectations (3 points)
Identify Issues Key discipline-related concepts and issues (Acct, Finc, Mgmt, ...etc).	Discipline-specific concepts and issues are not identified or they are identified inappropriately	Appropriately addresses most of the key discipline-specific concepts and issues but omits or inappropriately identifies a few of the minor ones.	Appropriately addresses all key discipline-specific concepts and issues and most of the minor ones.
Identify Alternative Options	Does not identify alternatives	Identifies and discusses a set of feasible alternatives	Identifies a set of feasible options that demonstrate the ability to integrate knowledge
Evaluate Options	Evaluation is poor. Key discipline-specific concepts and issues are considered in evaluation.	Evaluation is adequate. All key discipline-specific concepts and issues are considered in evaluation.	Evaluation is effective. All key discipline-specific concepts and issues are considered in evaluation.
Select Option	No link between evaluation and option selected	Relatively adequate link between analysis and the option selected	A very strong and visible link between analysis and the option selected