

EMBA Program Learning Goal 2

MBA-E Goal 2: Critical Decision Making: Graduates will demonstrate their capacity for critical analysis in processing, interpreting, and managing the quantitative and qualitative information necessary for effective managerial decision making.

Objective: Graduates will critically analyze a business situation or problem.

Assessment Measure: A graduate-level problem requiring the student to critically analyze and interpret data will be embedded in the course work.

Traits	Below expectations (1 point)	Meets Expectations (2 points)	Exceeds Expectations (3 points)
Identifies Problem	Does not attempt to, or fails to, identify issue and summarize accurately.	Summarizes issue, though some aspects are incorrect or confused. Nuances and key details are missing or glossed over.	Clearly identifies the challenge and subsidiary, embedded, or implicit aspects of the issue. Identifies integral relationships essential to analyzing the issue.
Gathers Data/ Information	Does not use the data presented in the situation, problem Fails to identify data or information necessary to problem.	Does use the relevant contexts and assumptions regarding the situation, problem, but in a limited way. Identifies most data or information necessary to problem.	Does use the relevant contexts and assumptions regarding the situation, problem. Clearly identifies all data or information necessary to problem.
Develops and Presents Argument	Fails to present and justify opinion(s) solution(s). Does not distinguish among fact, opinion, and value judgments.	Presents and justifies own position without addressing other views, or does so superficially. Discerns fact from opinion and may recognize bias in evidence, although attribution is inappropriate.	Clearly presents and justifies own view or hypothesis while qualifying or integrating contrary views or interpretations. Demonstrates understanding of how facts shape but may not confirm opinion. Recognizes bias, including selection bias.
Makes Conclusions	Fails to identify conclusions, implications, and consequences, or conclusion is a simplistic summary. Conclusions presented as absolute, and may attribute conclusion to external authority.	Conclusions consider or provide evidence of consequences extending beyond a single discipline or issue. Presents implications that may impact other people or issues. Presents conclusions as relative and only loosely related to consequences. Implications may include vague reference to conclusions.	Identifies, discusses, and extends conclusions, implications, and consequences. Considers context, assumptions, data, and evidence. Qualifies own assertions with balance. Conclusions are qualified as the best available evidence within the context. Consequences are considered and integrated. Implications are clearly developed, and consider ambiguities.