

# BSBA AY 2015-2016 Assessment

## Phase 1: Assessment Plan

Learning Outcome assessed:

### BSBA Learning Outcome 13: Diversity and Integration

Appreciate diversity and integrate cultural, economic, political, historical, geographic, and environmental perspectives in decision-making.

#### Assessment Method:

Final Project Elevator Pitch Presentation in BSBA Capstone Course BUS 406

#### Targeted performance, based on rubrics:

80% meet expectations

#### Evaluation Process:

Final presentations were scored by a team of evaluators using a 4 point rubric. Teams were evaluated on three areas as detailed in the rubric below.

#### Rubric:

Indicator of Effective Content	Levels of Achievement			
	Beginning	Developing	Competent	Accomplished
<b>Diversity Awareness</b>	Team expresses attitudes and beliefs about target market/users from a one-sided view that is indifferent or resistant to how their product/service leverages the diversity of the target community and culture.	Team exhibits general awareness about the need to tailor attitudes and beliefs associated with their product/services to meet needs of the target market/user.	Team articulates how its perspectives about the target ,market/users was tailored by their market research and/or how market research has influenced their planned target marketing strategies.	Team displays a sophisticated analysis of its target market/users and provides specific examples of its market research and how it has influenced their planned target market/user strategies
<b>Factual Diversity/ Inclusion Knowledge</b>	Team uses some terminology surrounding the diversity of their target market but does not demonstrate and awareness of societal or cultural influences on those perspectives.	Team identifies some elements of the perspectives of a specific social group and provides some explanation of how culture and society influenced those perspectives in their marketing approach.	Team explains important aspects of the perspectives of a specific social group and discusses of how culture and society influenced those perspectives in their marketing approach.	Team provides detailed perspectives of a specific social group and provides comprehensively discusses how culture and society influenced those perspectives in their marketing approach.
<b>Diversity/ Inclusion Practice</b>	Team fails to discuss any marketing or other practices related to the diversity within their target market OR diversity in their planned overall marketing strategies.	Team hints at general marketing or other practices related to the diversity within their target market OR diversity in their planned overall marketing strategies.	Team discusses some general marketing or other practices related to the diversity within their target market OR diversity in their planned overall marketing strategies.	Team discusses specific marketing or other practices related to the diversity within their target market OR diversity in their planned overall marketing strategies.

**Course where learning outcome was assessed:**

BSBA Capstone Course BUS 406 s2

**Evaluator(s):** Two external evaluators from the Arts & Sciences Rhetoric Department.

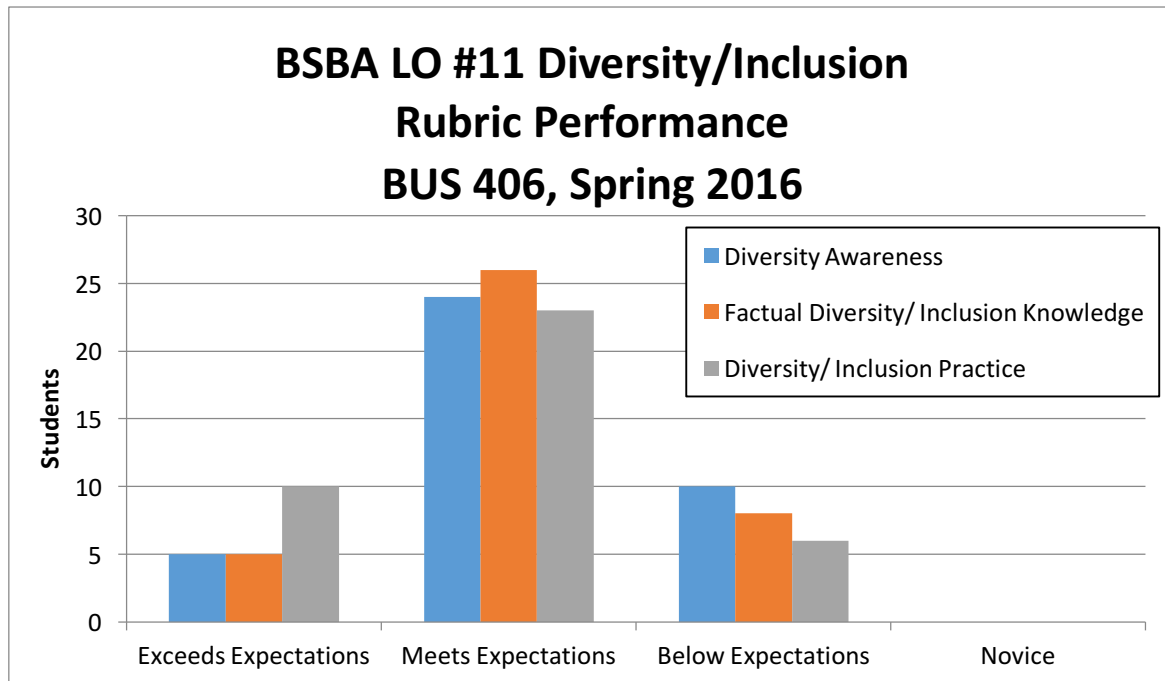
**Phase 2: Results Assessment and Planned Action**

**Results:**

**BUS 406 Diversity/Inclusion Rubric Results**

Number of students achieving target

	Exceeds Expectations	Meets Expectations	Below Expectations	Novice	% Students Meeting or Exceeding Expectations
Categories:	= 4	3 - 4	2 - 3	< 2	
Diversity Awareness	5	24	10	0	74%
Factual Diversity/ Inclusion Knowledge	5	26	8	0	79%
Diversity/ Inclusion Practice	10	23	6	0	85%



**Suggested Action:**

Refine the rubric to better address the diversity portion of the outcome.

***Phase 3: Closing the Loop***

*To be filed the year after the results assessment.*

**Change Assessment**

Discuss how the actions taken in Phase 2 were assessed, and the results of that assessment