

EMBA AY 2015-2016 Assessment

Phase 1: Assessment Plan

Learning Outcome assessed:

EMBA Learning Outcome 6: Formulate Strategic Plans

Formulate well thought out strategic plans and vision for future business decisions.

Assessment Method:

Project Presentation in the EMBA 6913

Targeted performance, based on rubrics:

80% meet expectations

Evaluation Process:

External evaluation of integrative Links simulation group presentation.

Rubric:

Business Plan Grading Rubric

Performance Rating

Evaluation Dimensions	Needs Improvement Score 1	Acceptable 2	Exemplary 3
Marketing Plan	Marketing plan is not provided, or is inadequate, imprecise, or incomplete in significant respects; description of important characteristics of the marketing strategy is vague and lacking detail; a sales management plan is not identified or not sufficiently described; a budget for the marketing plan is not provided, or is missing important elements, is unrealistic, and/or is incorrectly prepared	Marketing plan is outlined, but less than fully described; the plan summarizes the marketing strategy, but is missing a few elements; some specifics regarding pricing, promotion, advertising, distribution, media usage, public relations, and web/social media presence are provided, but some details are not described; the plan adequately addresses a sales management plan, and a satisfactory budget is provided	Clearly outlines and describes the marketing plan and an effective overall marketing strategy for the proposed new enterprise; provides details regarding pricing, promotion, advertising, distribution, media usage, public relations, and web/social media presence; fully describes sales management plan and composition of sales force; provides a comprehensive and detailed budget for marketing plan
Operational Plan	Operational plan is not provided, or is inadequate, not fully developed, or incomplete in significant respects; description of important resource needs is vague and lacking detail; a logistics and supply chain plan is not provided or is not sufficiently described	Operational plan is outlined, but less than fully described; the plan summarizes human resource, facility, and technology needs, but is missing a few elements; a logistics and supply chain plan is satisfactorily outlined; a few details are not described, but plan meets expectations	Effectively outlines and develops an operational plan for the proposed new enterprise; the plan clearly identifies needs relating to human resources, facilities, and technology infrastructure; fully describes plan for logistics and supply chain management
Financial Plan	Financial plan is not provided, or is inadequate, unrealistic, or incomplete in significant respects; analyses of and/or projections for key components of the financial plan are inaccurate, not developed, and/or lacking detail; a proposal for alternative financing sources is not provided or is not adequately described and/or substantiated	Plan outlines the principal financial elements, but analysis is limited or missing a few minor components; sales forecasts, income projections, pro-forma financial statements, a break-even analysis, and a capital budget are included, but are less than fully justified; the plan outlines possible sources of financing and is adequate in most respects	Presents an accurate, realistic, and achievable financial plan for the proposed new enterprise; the plan includes reasonable and fully supported sales forecasts and income projections, proforma financial statements, a break-even analysis, and a capital budget; the plan clearly identifies and effectively justifies possible sources of financing

Courses where learning outcome was assessed:

EMBA 6913, Supply Chain Management

Evaluator:

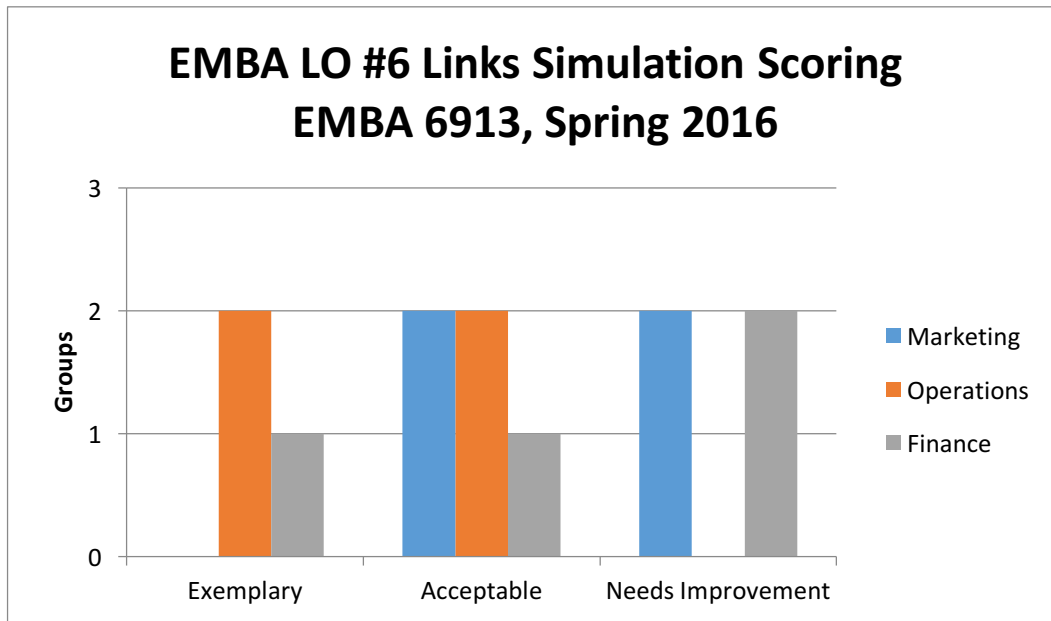
Barry Doyle

Phase 2: Results Assessment and Planned Action

Results:

Links Presentation

	Exemplary	Acceptable	Needs Improvement	% Students at Exemplary or Acceptable Level
Categories:	3	2	1	
Marketing	0	2	2	50%
Operations	2	2	0	100%
Finance	1	1	2	50%



Action:

Group presentation data doesn't tell us anything about individual learning.

The learning outcome has been rewritten to better reflect the revised program goal. The new learning outcome will be assessed in EMBA 6997, Global Business Practicum, in the future. The measure will be an individual writing assignment.

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