

ORU MASTER OUTCOME RUBRIC

Academic Department:

Business

Program Name: (Major, Major/Concentration)

Business Administration - Online

Program Outcome Number:

1

Program Outcome Description:

Identify appropriate business behaviors for Christian business practitioners. [Christian Worldview; Professionalism]

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
BUS-OL-1-A-Christian Values	Christian Values	Uses appropriate content to illustrate mastery in understanding of Christian values	Uses appropriate content to illustrate a solid understanding of Christian values	Uses appropriate content to illustrate an adequate understanding of Christian values	Uses appropriate content to illustrate a superficial awareness of Christian values	No understanding of Christian values
BUS-OL-1-B-Biblical Support	Biblical Support	Demonstrates skillful use of Biblical references to support value conclusions	Demonstrates consistent use of Biblical references to support value conclusions	Demonstrates some use of Biblical references to support value conclusions	Demonstrates minimal use of Biblical references to support value conclusions	No Biblical references evident

ORU MASTER OUTCOME RUBRIC

Academic Department: Business

Program Name: (Major, Major/Concentration) Business Administration; All online Business programs: BUA-OL, FIMD, HRMD, IBMD, MGTD, MKTD

Program Outcome Number: 2

Program Outcome Description: Demonstrates effective core business knowledge as evidenced by score on Peregrine Business Administration Comprehensive Exam.

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	
BUS-OL-2-A-Overall Score on the Peregrine Exam	Overall Score on the Peregrine Exam	Scored a minimum of 80 th percentile (or 80%)	Scored between 60 th and 79 th percentile (or between 60% and 79%)	Scored between 40 th and 59 th percentile (or between 40% and 59%)	Scored between 20 th and 39 th percentile (or between 20% and 39%)	Scored below 20 th percentile (or below 20%)	BUA-DL FIMD HRMD IBMD MGTD MKTD

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Academic Department: Business

Program Name: (Major, Major/Concentration) Business Administration - Online

Program Outcome Number: 3

Program Outcome Description: *Demonstrates effective oral communication skills in the context of business through formal or informal oral presentations and/or other business-related projects requiring oral communication. [Oral Communication]*

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
BUS-OL-3-A-Organization	Organization	Organizational pattern (sequenced material with transitions) is clearly and consistently observable and is skillful in making the content of the presentation cohesive.	Organizational pattern (sequenced material with transitions) is clearly and consistently observable within the presentation.	Organizational pattern (sequenced material with transitions) is intermittently observable within the presentation.	Organizational pattern (sequenced material with transitions) is rarely observable within the presentation.	Assignment not completed
BUS-OL-3-B-Language	Language	Language was always articulated due to volume and rate; language choices were always professional.	Language was often articulated due to volume and rate; language choices were often professional.	Language was seldom articulated due to volume and rate; language choices were seldom professional.	Language was not articulated due to volume and rate; language choices were unprofessional.	Assignment not completed
BUS-OL-3-C-Delivery	Delivery	Delivery techniques (posture, gestures, eye contact) make the speaker appear polished and confident and delivery enhances the presentation.	Delivery techniques (posture, gestures, eye contact) make the speaker appear comfortable.	Delivery techniques (posture, gestures, eye contact) make the speaker appear tentative.	Delivery techniques (posture, gestures, eye contact) make the speaker appear uncomfortable and detract from the presentation.	Assignment not completed

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Academic Department: Business

Program Name: (Major, Major/Concentration) Business Administration - Online

Program Outcome Number: 4

Program Outcome Description: *Demonstrates effective written communication skills in the context of business through formal or informal written reports, papers, or other written business-related projects. [Written Communication]*

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
BUS-OL-4-A-Grammar and Spelling	Grammar and Spelling	Correct grammar and spelling are flawless. The paper is of publishable quality.	Correct grammar and spelling are frequently evident with a few minor punctuation or spelling errors.	Correct grammar and spelling are evident at times with several mistakes in punctuation or spelling.	Correct grammar and spelling are rarely evident with continual mistakes in punctuation and spelling.	No attempt was made to use accurate grammar and spelling.
BUS-OL-4-B-Organization	Organization	Organizational pattern (sequenced material with transitions) is clearly and consistently observable and is skillful in making the content cohesive.	Organizational pattern (sequenced material with transitions) is clearly and consistently observable.	Organizational pattern (sequenced material with transitions) is intermittently observable.	Organizational pattern (sequenced material with transitions) is disjointed and rarely observable.	No attempt was made to sequence material with transitions.
BUS-OL-4-C-Content	Content	Uses appropriate content to illustrate mastery of the subject matter	Uses appropriate content to illustrate a solid understanding of the subject matter	Uses appropriate content to illustrate an adequate understanding of the subject matter	Uses appropriate content to illustrate a superficial awareness of the subject matter	No understanding of the content or subject matter
BUS-OL-4-D-Vocabulary	Vocabulary	Language was always professional, objective, and written in 3 rd person	Language was often professional, objective, and written in 3 rd person	Language was seldom professional, objective, or not written in 3 rd person	Language was unprofessional (using slang terms and exaggerations) with informal opinionated statements and constant use of first person.	Language was unintelligible.
BUS-OL-4-E-Sources and Evidence	Sources and Evidence	Demonstrates skillful use of high-quality, credible, sources to develop ideas	Demonstrates consistent use of credible sources	Demonstrates some use of credible sources	Demonstrates minimal use of credible sources	No sources evident
BUS-OL-4-F-APA Format	APA Format	APA format is correctly used in both in-text citations and reference page.	Maximum of 3 errors noted in APA formatting	Maximum of 5 errors noted in APA formatting	6 or more errors are noted in APA formatting.	APA format was not attempted.

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Academic Department: Online

Program Name: (Major, Major/Concentration) BUA-OL

Program Outcome Number: 5

Program Outcome Description: *Graduates will prepare a strategic plan for a company, discuss its present business position, its long-term direction, its resources and competitive capabilities, the strength of the present strategy and the company's opportunities for gaining sustainable competitive advantage*

Outcome Criteria	Criterion Description/Name	Level 4 Description Excellent	Level 3 Description Good	Level 2 Description Fair	Level 1 Description Poor	Level 0 Description Not Attempted
BUS-OL-5-A- Demonstration of Strategic Capabilities	Demonstration of Strategic Capabilities	Demonstrates excellent abilities to formulate, synthesize, and contrast strategies related to the contextual information provided, effectively selecting optimum alternatives	Demonstrates good abilities to formulate, synthesize, and contrast strategies related to the contextual information provided, effectively selecting acceptable alternatives	Demonstrates adequate abilities to formulate and synthesize strategies related to the contextual information provided, selecting acceptable alternatives	Demonstrates poor ability to formulate and synthesize strategies related to the contextual information provided, selecting acceptable alternatives	Is unable to formulate, synthesize, and contrast strategies related to the contextual information provided and/or is unable to provide alternatives