ORU MASTER OUTCOME RUBRIC

Academic Department: *Business*

Program Name: (Major, Major/Concentration) *Entrepreneurship*

Program Outcome Number: *1*

Program Outcome Description: *Graduates will be able to 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-ENC-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-ENC-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

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Academic Department: _Business_

Program Name: (Major, Major/Concentration) _Entrepreneurship_

Program Outcome Number: _2_

Program Outcome Description: _Graduates will apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner [Core Business Knowledge and Application]._

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
BUS-ENC-2-A-Overall Score on the MFT	**Overall Score on the MFT**	Scored a minimum of 80th percentile as a group on the MFT	As a group, scored a minimum of 60th percentile or better (but less than 80th) on the MFT	As a group, scored a minimum of 40th percentile or better (but less than 60th) on the MFT	As a group, scored a minimum of 20th percentile or better (but less than 40th) on the MFT	Scored below 20th percentile as a group on the MFT
MGT-2-B-Management	**Management**	Scored a minimum of 80th percentile as a group on the Management portion of the MFT	As a group, scored a minimum of 60th percentile or better (but less than 80th) on the Management portion of the MFT	As a group, scored a minimum of 40th percentile or better (but less than 60th) on the Management portion of the MFT	As a group, scored a minimum of 20th percentile or better (but less than 40th) on the Management portion of the MFT	Scored below 20th percentile as a group on the Management portion of the MFT

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Academic Department: Business

Program Name: (Major, Major/Concentration) Entrepreneurship

Program Outcome Number: 3

Program Outcome Description: *Graduates will use 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-ENC-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-ENC-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-ENC-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) *Entrepreneurship*

Program Outcome Number: *4*

Program Outcome Description: *Graduates will demonstrate ability to collaborate as part of a team in order to solve business problems or achieve a common goal [Teamwork].*

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
BUS-ENC-4-A-Attendance/Engagement	**Attendance/Engagement**	Always attended group meetings	Frequently attended group meetings	Seldom attended group meetings	Attended 1 or 2 group meetings	Never attended group meetings
BUS-ENC-4-B-Quality of Ideas/Work	**Quality of Ideas/Work**	Always contributed high quality ideas and high quality work	Frequently contributed high quality ideas and high quality work	Seldom contributed high quality ideas and high quality work	Rarely contributed high quality ideas and high quality work	Never contributed
BUS-ENC-4-C-Timeliness	**Timeliness**	Always met group deadlines	Frequently met group deadlines	Seldom met group deadlines	Rarely met group deadlines	Never met deadlines
BUS-ENC-4-D-Fosters Team Climate	**Fosters Team Climate**	Supports a constructive team climate by doing all of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Supports a constructive team climate by doing any three of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Supports a constructive team climate by doing any two of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Supports a constructive team climate by doing any one of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Did not support a constructive team climate

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Academic Department: Business

Program Name: (Major, Major/Concentration) Entrepreneurship

Program Outcome Number: 5

Program Outcome Description: *Graduates will use 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-ENC-5-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-ENC-5-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-ENC-5-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-ENC-5-D-Vocabulary	**Vocabulary**	Language was always professional, objective, and written in 3rd person.	Language was often professional, objective, and written in 3rd person.	Language was seldom professional, objective, or not written in 3rd person.	Language was unprofessional (using slang terms and exaggerations) with informal opinionated statements and constant use of first person.	Language was unintelligible.
BUS-ENC-5-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-ENC-5-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:	*Business*	
Program Name: (Major, Major/Concentration)	*Entrepreneurship*	
Program Outcome Number:	*6*	
Program Outcome Description:	*Graduates will demonstrate an understanding of how to successfully use the Business Model Canvas to implement the Customer Development Process.*	

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
BUS-ENC-6-A-New Venture Creation	**New Venture Creation**	Demonstrates an excellent understanding of how to use the Business Model Canvas to implement the Customer Development Process.	Demonstrates a good understanding of how to use the Business Model Canvas to implement the Customer Development Process.	Demonstrates an adequate understanding of how to use the Business Model Canvas to implement the Customer Development Process.	Demonstrates a poor understanding of how to use the Business Model Canvas to implement the Customer Development Process.	Has no understanding of how to use the Business Model Canvas to implement the Customer Development Process.