

ASSESSMENT REPORT

California State University East Bay
College of Business and Economics

Summary

Program	Program in College of Business and Economics
Learning Goal	LG 4: Students who graduate will be able to integrate information from different functional areas of business when making managerial decisions.
Learning Objective	LO 4A: Students who graduate will be able to analyze and integrate knowledge across disciplines to make managerial decisions to reach solutions to complex business problems.
Rubric	Used to assess student work or artifact. Available at AOL website and end of report.
Assessed Course(s)	MGMT 693

Assessment Date(s)

Rubric

	(6-8 pts)	(3-5 pts)	(0-2 pts)
<i>Analysis of key issues</i>	<p>Student develops a well-integrated statement of all the key issues facing the organization.</p> <p>Student provides an in-depth, coherent analysis of the key issues and clearly explains how criteria/principles from various business disciplines are integrated and affect the case.</p>		

End of Report