

**MBA Goal 1: Critical and Strategic Thinking Skills
Rubric**

MBA Goal 1: Critical and Strategic Thinking Skills: Our MBA graduates will be able to think analytically and strategically while integrating practical knowledge to adhere to the business demands of the 21 Century (vision-related).

Objective 1.1: Our MBA graduates will be able to recognize and analyze business challenges at the managerial level.

Objective 1.2: Our MBA graduates will be able to recommend solutions to business challenges with the use of multiple disciplinary perspectives and strategic analysis.

**Rubric for LO 1.1 & 1.2
Assessing in MBA 6700**

ABILITY	Below Expectations	Meets expectations	Exceeds expectations
Recognize and analyze firm-level challenges	<ul style="list-style-type: none"> Student does not recognize well the firm-level challenges, provides analysis that is not indicative of a deep-level diagnosis (including cultural, values-oriented and process-based elements). 	<ul style="list-style-type: none"> Student recognizes somewhat adequately the firm-level challenges, provides analysis that is indicative of a somewhat deep-level diagnosis (including cultural, values-oriented and process-based elements). 	<ul style="list-style-type: none"> Student recognizes extremely well the firm-level challenges, provides analysis that is indicative of very deep-level diagnosis (including cultural, values-oriented and process-based elements).
Recognize and analyze industry-level challenges	<ul style="list-style-type: none"> Student does not analyze adequately the linkage between firm challenges and its competitive environment (including suppliers, customers and the business ecosystem). 	<ul style="list-style-type: none"> Student analyzes somewhat adequately the linkage between firm challenges and its competitive environment (including suppliers, customers and the business ecosystem). 	<ul style="list-style-type: none"> Student analyzes extremely well the linkage between firm challenges and its competitive environment (including suppliers, customers and the business ecosystem).
Recognize and analyze general business environment challenges	<ul style="list-style-type: none"> Student does not analyze adequately the influence of socio-cultural and political-legal aspects of the global environment on firm's challenges. 	<ul style="list-style-type: none"> Student analyzes somewhat adequately the influence of socio-cultural and political-legal aspects of the global environment on firm's challenges. 	<ul style="list-style-type: none"> Student analyzes extremely well the influence of socio-cultural and political-legal aspects of the global environment on firm's challenges.
Recommend strategic solutions to firm-level challenges from multi-disciplinary perspective	<ul style="list-style-type: none"> Student recommends not very adequate strategic solutions for the firm-level challenges which does not involve a multi-disciplinary perspective. 	<ul style="list-style-type: none"> Student recommends somewhat adequate strategic solutions for the firm-level challenges which involves a somewhat multi-disciplinary perspective. 	<ul style="list-style-type: none"> Student recommends excellent strategic solutions for the firm-level challenges which involves a highly multi-disciplinary perspective.

<p>Recommendation is based on strategic analysis of the firm-, industry-, and business environment-levels</p>	<ul style="list-style-type: none"> • In his/her recommendation student barely demonstrates an understanding of how general environmental issues cascade into industry-level issues and impact the firm; the strategic solution does not show enough evidence of these ties. 	<ul style="list-style-type: none"> • In his/her recommendation student demonstrates a somewhat adequate understanding of how general environmental issues cascade into industry-level issues and impact the firm; the strategic solution shows evidence of these ties. 	<ul style="list-style-type: none"> • In his/her recommendation student demonstrates a very deep understanding of how general environmental issues cascade into industry-level issues and impact the firm; the strategic solution shows evidence of these ties.
--	--	---	---