College of Business
Assurance of Learning Rubric:
External Projects

To support the mission of the university and the college, the faculty ...will: distinguish our undergraduate and graduate business programs, leveraging the university’s liberal arts foundation, by Enhancing student understanding of responsible citizenship

- Assessment measure, citizenship: The school will track student involvement in course-related service projects, student club service activities, and other service learning activities.
  o Learning Outcome The quality of the service project is measured using a rubric.

Developing students’ core business knowledge

- Assessment measure, external projects: The school will measure the quality of (external) projects.
  o Learning Outcome The quality of the external project is measured using a rubric.

<table>
<thead>
<tr>
<th>Assignment/Date: _____________</th>
<th>Project Title: _______________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course: _____________________</td>
<td>Section/time: ____________________________________________</td>
</tr>
<tr>
<td>Student Name(s): __________________________</td>
<td>Not Used / NA</td>
</tr>
</tbody>
</table>

### College-wide assessment items

- The student(s):
  - Have selected a project that is appropriate for a business course
  - Demonstrate an understanding of the specific needs of the client’s industry
  - Demonstrate an understanding of the client’s organizational culture
  - Correctly identify the specific needs of the client firm
  - Propose one or more realistic solutions for the needs of the client
  - Prepared written materials for the client that have a professional appearance
  - Exhibit professional working relationships among members of the team

### Course-specific assessment items

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<th>USING THIS RUBRIC</th>
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| - Where appropriate, incorporate these assessment items into your course-specific grading rubrics.  
- Change “the client” to something you see fit when you assess student understanding of responsible citizenship.  
- Use this form to summarize and report section-level outcomes.  
  o By section, aggregated totals within each column for the assessment items used.  
  o For numeric/letter grades, for example, a grade of “C” equates to “Meets Expectations,” lower than “C” is “Below Expectations,” and higher than “C” “Exceeds Expectations.” |