

Program Learning Goal #2: Demonstrate the ability to analyze* the relationship of business to its various stakeholders

Program Learning Outcome #2 – Given a set of case materials describing a business, at least 95% of graduates will be able to identify correctly the principal stakeholders of the business, differentiate the issues that are present in the relationships between the business and each stakeholder group, and relate them to contemporary approaches to the management of such issues.

Stakeholder Considerations Rubric

Trait	Below Standard	Meets Standard	Exceeds Standard
Point Range	0-4	5-7	8-10
Stakeholder Recognition	Fails to identify one or more important stakeholder group	Correctly identifies the most important stakeholder groups	Correctly identifies all relevant stakeholder groups
Issue Identification	Fails to recognize one or more issues of significance to an important stakeholder group	Correctly identifies issues significant to each important stakeholder group	Correctly identifies issues significant to each stakeholder group, and prioritizes them in order of importance to the Company
Alternative Courses of Action	Cannot identify alternatives, or proposes alternatives that are irrelevant or impractical given the facts of the situation	Identifies appropriate alternative courses of action to deal with the significant issues of the important stakeholder groups	Correctly identifies alternative courses of action that recognize and respond to the significance of the issues to the stakeholder groups involved
Recommendations	Presents recommended course of action that ignores important issues or is incomplete	Presents recommended course of action that attempts to balance competing interests.	Presents recommended course of action that responds to all possible issues, while maintaining corporate integrity and progress toward strategic goals