

# Green Business and Policy Program (GBP) AOL Rubric 2018

Green Business and Policy Program (GBP)				
Learning Goal	Learning Objectives	What to Measure?	How to Measure? (Rubrics)	Implementation Status
<b>Consciousness on Energy Usage &amp; Environmental Issues:</b>				
Our graduates will improve their ability to identify opportunities to create business value from environment and sustainability issues in green growth. (L1)	1. Our students will understand new environmental challenges that are most likely to pose both growth opportunities and threats to green business. (L11)	1. Course-embedded case study	1. Term Paper Evaluation (R11)	
	2. Our students will identify conditions under which companies can maintain an appropriate balance between accommodating social and institutional demands for environmental issues and achieving superior performance. (L12)	2. Course-embedded test	2. Team Project Performance Evaluation (R12)	
<b>Multi-disciplinary Competence:</b>				
Our graduates will synergistically understand green policy, green technology, and green business. (L2)	1. Our students will be able to strategically analyze business cases and will demonstrate the ability of sound business judgment. (L21)	1. Course-embedded assignments	1. Assessment of Assignments (R21)	
	2. Our students will synthesize different discipline areas. (L22)	2. Course-embedded presentation	2. Project Report Evaluation (R22)	
<b>Problem Solving:</b>				
Our graduates will be able to deal with multidisciplinary problems, using diverse tools and techniques. (L3)	1. Our students will understand necessary microeconomic tools to analyze environmental problems. (L31)	1. Course-embedded test	1. Course-embedded Survey (R31)	
	2. Our students will develop contemporary ideas to solve multidisciplinary problems. (L32)			
<b>Global Communication:</b>				
Our graduates will be able to effectively communicate in English for international projects. (L4)	1. Our students will understand global business issues and relate current issues to emerging business opportunities. (L41)	1. Course-embedded assignment	1. Course-embedded Survey (R41)	
	2. Our students will have command of business English or other language of major global market. (L42)	2. Course-embedded presentation		
<b>Leadership and Teamwork:</b>				
Our graduates will have the capability and attitude of team building and lead a team task successfully. (L5)	1. Our students will have high-performance leadership skill. (L51)	1. Course-embedded presentation	1. Course-embedded Survey (R51)	
	2. Our students will know how to build a team successfully in competitive environment. (L52)	2. Course-embedded test	2. Leadership/Team Building Experiential Evaluation by Students (R52)	

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Rubrics to assess achievements of learning objectives

L1: Consciousness on Energy Usage & Environmental Issues: **Our graduates will improve their ability to identify opportunities to create business value from environment and sustainability issues in green growth.**

**L11. Our students will understand new environmental challenges that are most likely to pose both growth opportunities and threats to green business.**

Traits	Performance Levels		
	1 (Fails to Meet Expectations)	2 (Meets Expectations)	3 (Exceeds Expectations)
1. Identifies Challenges	Has a vague idea of what the challenges are and is uncertain what must be decided in individual or business behavior	Identifies the challenges, including pertinent facts, and ascertains what must be decided in individual or business behavior	Describes the challenges in detail having gathered pertinent facts. Ascertain exactly what must be decided in individual or business behavior
2. Importance	Somewhat appreciates the importance of keeping professional code of conduct	Mostly appreciates the importance to keep professional code of conduct	Fully appreciates the importance of keeping professional code of conduct.
3. Understanding	Somewhat understands the detailed contents of professional code of conduct	Mostly understands the detailed contents of professional code of conduct	Fully understands the detailed contents of professional code of conduct.

**L12: Our students will identify conditions under which companies can maintain an appropriate balance between accommodating social and institutional demands for environmental issues and achieving superior performance.**

Traits	Performance Levels		
	1 (Fails to Meet Expectations)	2 (Meets Expectations)	3 (Exceeds Expectations)
1. Stakeholders Consideration	Fails to recognize all stakeholders or explores consequences and threats/opportunities ineffectively	Recognizes stakeholders and explores some of the consequences and threats/opportunities fairly effectively	Recognizes all stakeholders and fully explores consequences and threats/opportunities
2. Options Development	Failed to identify all of the relevant and practical options	Identified most of the relevant practical options, but overlooked some related conceptual	Correctly identified all of the relevant practical options and all of the related conceptual problems

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		problems and issues	and issues
3. Options Evaluation	Failed to provide weightings of various ethical and social arguments and reasons	Provided some evaluation of ethical and social reasons and arguments, but overlooked important factual or logical errors in some reasons	Provided appropriate and defensible evaluations for all relevant arguments noting wherever necessary factual assumptions, logical errors, or conceptual confusions.
4. Decision and Action	Has difficulty identifying and appropriate course of action from among options	Formulates an implementation plan that delineates the execution of the decision	Formulates an implementation plan that delineates the execution of the decision and that evidences a thoughtful reflection on the benefits and risks of action

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L2: Multi-disciplinary Competence: **Our graduates will synergistically understand green policy, green technology, and green business.**

**L21. Our students will be able to strategically analyze business cases and will demonstrate the ability of sound business judgment.**

Traits	Performance Levels		
	1 (Fails to Meet Expectations)	2 (Meets Expectations)	3 (Exceeds Expectations)
1. Factual knowledge	Shows little knowledge of case facts, makes factual mistakes	Shows solid understanding of case facts	Shows through grasp of case facts and offers additional factual knowledge about company or industry
2. Identification of case problems/issues	Neglects to identify case issues; recounts facts of case with little analysis	Clearly identifies the key issues in the case and demonstrates understanding of company's decision situation	Develops a well-integrated statement of the complex issues of the case and demonstrates understanding of situation
3. Recommendations	Offers weak recommendations or pays little attention to addressing case issues	Provides well-reasoned recommendations that follow from the preceding analysis and clearly address case issues; no surprises	Integrates alternatives into a well-developed action plan; offers specificity, priorities, and sequencing of actions
4. Business judgment	Shows little attention to presenting sound arguments or backing up ideas with analysis; offers "I think" statements	Provides good arguments backed up with factual knowledge, analysis, and persuasive rationale	Provides strong rationale and convincing arguments throughout; demonstrates sound business judgment

**L22. Our students will synthesize different discipline areas.**

Traits	Performance Levels		
	1 (Fails to Meet Expectations)	2 (Meets Expectations)	3 (Exceeds Expectations)
1. Consideration	Deals only with a single perspective and fails to discuss possible perspectives from other disciplines.	Begins to relate alternative views from other disciplines to qualify analysis.	Addresses perspectives noted previously, and additional diverse perspectives other disciplines to qualify analysis.
2. Management principle	Lacks understanding of basic management principles and strategic thinking approach..	Shows clear comprehension of basic management principles and strategic thinking approach.	Integrates and applies basic management principles and strategic thinking approach across multiple disciplines.

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3. Discipline knowledge	Does not incorporate appropriate argumentation and methodology of other disciplines	Somewhat applies appropriate argumentation and methodology of other disciplines	Clearly and reflectively applies appropriate argumentation and methodology of other disciplines
4. Intellectual sensitivity	Does not yet demonstrate intellectual acuity, imagination, and sensitivity.	Somewhat Demonstrates intellectual acuity, imagination, and sensitivity.	Demonstrates a high degree of intellectual acuity, imagination, and sensitivity.
5. Horizontal synthesis	Does not yet integrate interdisciplinary skills and knowledge.	Partially integrates interdisciplinary skills and knowledge.	Successfully integrates interdisciplinary skills and knowledge.
6. Vertical synthesis	Does not yet demonstrate awareness of inter-relationships among self, the discipline, business, and society.	Demonstrates some awareness of inter-relationships among self, the discipline, business, and society	Clearly demonstrates an awareness of inter-relationships among self, the discipline, business, and society.

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L3. Problem Solving: **Our graduates will be able to deal with multidisciplinary problems, using diverse tools and techniques.**

## **L31. Our students will understand necessary microeconomic tools to analyze environmental problems.**

Traits	Performance Levels		
	1 (Fails to Meet Expectations)	2 (Meets Expectations)	3 (Exceeds Expectations)
1. Application of strategic analytical Tools	Misuses strategic analysis tools, concepts, and techniques	Appropriately strategic analysis tools, concepts, and techniques	Shows strong understanding and application of strategic analysis tools, concepts, and techniques
2. Application of financial analysis	Fails to incorporate financials into case analysis or shows only limited attempts to understand financials	Shows knowledge of ratios and trend analysis; demonstrates understanding of firm's financial standing	Applies ratios and trend analysis to develop sound judgments about company situation and prospects; presents financial analysis professionally

## **L32. Our students will develop contemporary ideas to solve multidisciplinary problems.**

Traits	Performance Levels		
	1 (Fails to Meet Expectations)	2 (Meets Expectations)	3 (Exceeds Expectations)
1. Discipline-related concepts and issues	Discipline-specific concepts and issues are not identified or they are identified inappropriately.	Appropriately addresses most of the key discipline-specific concepts and issues but omits or identifies a few of the minor ones.	Appropriately addresses all key discipline-specific concepts and issues and most of the minor ones.
2. Generation of alternatives	Identifies weak or infeasible alternatives with little attention to case issues	Generates 2 or 3 feasible alternatives for resolving the key issues of the case	Develops 2 or 3 insightful alternatives for resolving the issues; offers specificity and originality

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L4. Global Communication: **Our graduates will be able to effectively communicate in English for international projects.**

**L41. Our students will understand global business issues and relate current issues to emerging green business opportunities.**

Traits	Performance Levels		
	1 (Fails to Meet Expectations)	2 (Meets Expectations)	3 (Exceeds Expectations)
1. Identification of global issues	No or incomplete identification of some or all of the following relevant global issues: economic, cultural, legal, demographic	Some identification of most of the relevant issues	Clear and detailed identification of relevant issues
2. Analysis of global issues	No analysis of impact of relevant global issues; erroneous analysis of impact	Some analysis of impact of global issues; some inaccuracies in analysis	Clear, accurate and detailed analysis of impact of relevant global issues
3. Application of analysis to global business situation	No application of analysis to specific global business situation; incorrect conclusions or recommendations made.	Some application of analysis to specific global business situation, weak conclusions or recommendations made	Clear application of analysis to global business situation; valid conclusions and good recommendations given
4. Cultural differences	Fails to adjust for cultural differences	Some consideration given to cultural differences	Extensive consideration given to cultural differences, including appropriate modification of communication

**L42. Our students will have command of business English or other language of major global market.**

Traits	Performance Levels		
	1 (Fails to Meet Expectations)	2 (Meets Expectations)	3 (Exceeds Expectations)
1. Knowledge	A few of the required elements (vocabulary, structures, and/or cultural context) are complete and correct.	Some of the required elements (vocabulary, structures, and/or cultural context) are complete and correct.	Most of the required elements (vocabulary, structure, and/or cultural context) are complete and correct.
2. Comprehension	The response shows little understanding of main ideas and/or details	The response shows some understanding of main ideas and details.	The response for the most part shows understanding of main ideas and most details.

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3. Communication	The communication skills and strategies are minimally evident, appropriate, and/or correct.	The communication skills and strategies are somewhat complete, appropriate and/or correct.	The communication skills and strategies are mostly complete, appropriate and correct.
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L5. Leadership and Teamwork: **Our graduates will have the capability and attitude of team building and lead a team task successfully.**

## L51. Our students will have high-performance leadership skill.

Traits	Performance Levels		
	1 (Fails to Meet Expectations)	2 (Meets Expectations)	3 (Exceeds Expectations)
1. Confidence	Gives an impression of reluctance or uncertainty about exercising leadership	Looks comfortable and confident in exercising leadership duties	Uses strong verbal and non verbal behavior to convey authority and concern
2. Balance between task and interpersonal relations	Focuses exclusively on task to be accomplished without regard to the people or focuses exclusively on interpersonal relations without regard to task	Balances the need for task accomplishment with the needs of individuals in the group.	Assigns tasks to members whose unique talents contribute directly to the task. Uses positive reinforcement. Delegates as needed.
3. Ability to listen	Asks for ideas or suggestions but neglects to consider them.	Listens actively and shows understanding by paraphrasing or by acknowledging and building on others' ideas.	Provides summary of important discussions at regular intervals
4. Agenda	Has an incomplete or vague agenda for the group	Has a clear agenda for the group	Circulates a prepared agenda in advance

## L52. Our students will know how to build a team successfully in competitive environment.

Traits	Performance Levels		
	1 (Fails to Meet Expectations)	2 (Meets Expectations)	3 (Exceeds Expectations)
1. Commitment	Seems reluctant to engage fully in discussions and task assignments	Consistently demonstrates commitment to the project by being prepared for each group meeting	Follows up on ideas and suggestions from previous meetings and reports findings to the group
2. Balance between task and interpersonal relations	Focuses exclusively on task to be accomplished without regard to team member or focuses exclusively on interpersonal relations without regard to task	Balances the need for task accomplishment with the needs of individuals in the group	Volunteers to assist others and shares information openly

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3. Contributions	Does not offer ideas or suggestions that contribute to problem solving	Frequently offers helpful ideas or suggestions	Listens actively and shows understanding by paraphrasing or by acknowledging and building on others' ideas
4. Stays on track	Takes the group off track by initiating conversations or discussions unrelated to the task	Introduces suggestions and ideas that are relevant to the task	Uses tact and diplomacy to alert group that focus has strayed from the task at hand