

assessment strategy and process

learning goals

- Instructor Interaction and Feedback
- Analytical Skills
- Communication Skills

- Knowledge Application
- Management specific knowledge and skills
- Integration

- Reflective Thinking
- Financial Analysis and Reporting
- Knowledge Application

- Student Involvement
- Leadership Development
- Teamwork and Collaborative Behavior

- Leadership Development
- Student Involvement
- Teamwork and Collaborative Behavior

- Integration
- Teamwork and Collaborative Behavior
- Value Creation

- Student Involvement
- Conceptual Reasoning
- Financial Analysis and Reporting

- Reflective Thinking
- Financial Analysis and Reporting
- Communication Skills

individual

activities

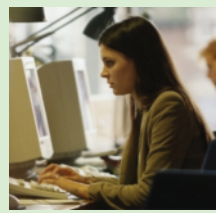
Executive Briefings

Team meetings with a business coach where students are scored using a 3-criteria rubric



Customized Online Objective Assessment

Administered in the second half of the exercise. Results include functional knowledge and integration, situational awareness and comparative reports.



Rotation of Leadership

Throughout the simulation, students rotate the role of president. A leadership evaluation is used to measure their performance.



Ownership of Balanced Scorecard Indicators

Each student takes responsibility for two indicators of the balanced scorecard.

Peer & Leadership Evaluations

Scores from the peer and leadership evaluations assess the individual's ability to work on a team and be an effective leader.



team

Simulation Performance

Team performance based on the cumulative balanced scorecard which includes financial performance, marketing effectiveness, manufacturing productivity, etc.



Business Plan Presentation

Teams present a comprehensive tactical plan and competitor's analysis to venture capitalists. They are scored based on a 13-criteria rubric.



Final Report to the Board of Directors

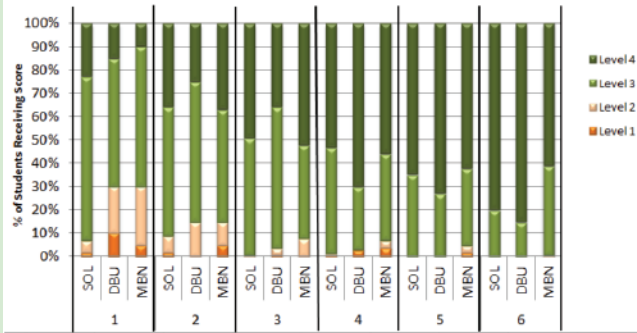
Teams present a detailed analysis of their company's market position. They are scored based on a 13-criteria rubric similar to that of the business plan rubric.



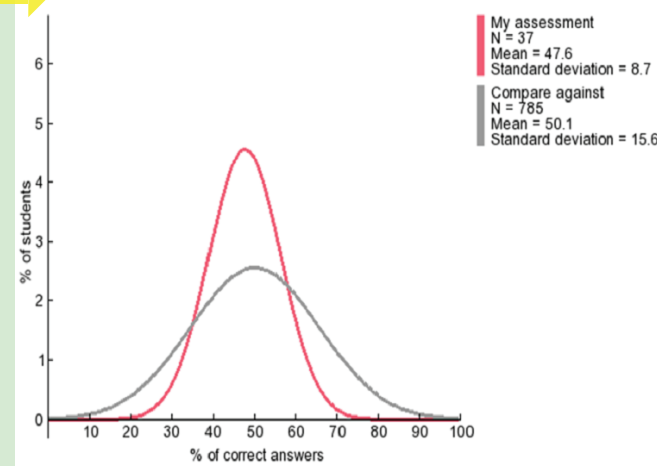
reports

Executive Briefing Distribution - 3-D Rubric

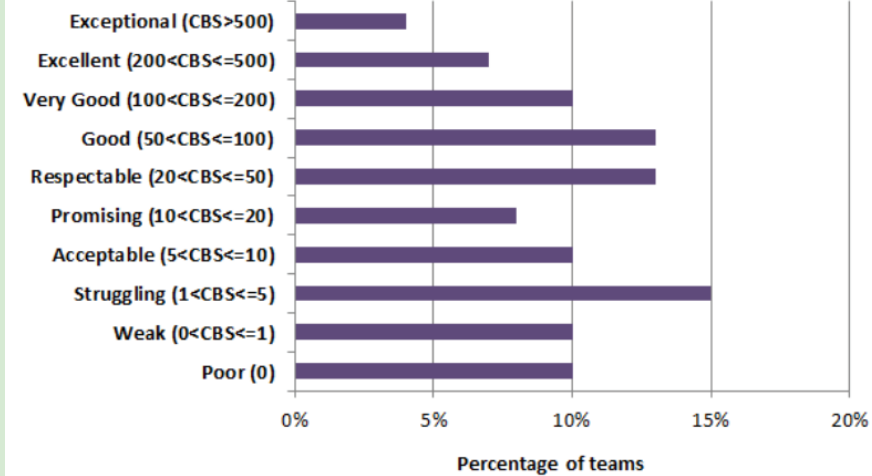
By Executive Briefing Number and Category
SOL: Strength of Logic
DBU: Depth and Breadth of Understanding
MBN: Management by the Numbers



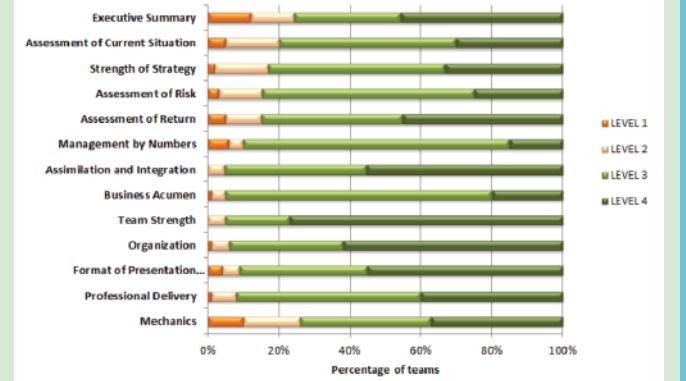
Projection of Future Events



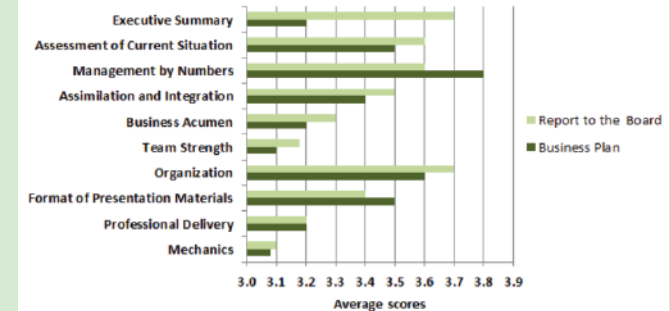
Cumulative Balanced Scorecard



Business Plan results



Progress from Business Plan to Final Report to the Board



Report score as: points & percent points percent

Break down by function

Grade	Total Points	Team Percentile	Game Percentile	Course Percentile	Quarter 7 Balanced Scorecard	Quarter 7 Cumulative Scorecard	Time Spent Through Quarter 7 (min)	Marketing (\$)	Sales Management (\$)	Finance and Accounting (\$)	Manufacturing (\$)
Point & Click Enterprises											
Tomassi, Trevor	83.6	708	0	59	61	38,942	12,025	390	198	208	186
Feng, Jared	85.6	726	33	67	72	38,942	12,025	1912	174	170	184
Matby, Josh	88.1	748	100	81	82	38,942	12,025	362	200	170	200
Watkins, Jason	86.8	736	67	70	74	38,942	12,025	2531	182	136	252
InstiCorp											
Kumar, Amanda	74.8	636	33	26	22	3,24	4,486	1549	144	174	194
Richmond, Clint	82.5	698	67	56	58	3,24	4,486	1204	198	190	222
Hutton, Eric	83.8	716	100	63	62	3,24	4,486	2010	184	170	178
Williams, Abby	74.0	628	0	19	20	3,24	4,486	2181	140	158	236



Cumulative industry results for quarter: 8

Company Name	Total Performance	Financial Performance	Market Performance	Marketing Effectiveness	Investment
Xmarc	7.272	26.305	0.249	0.823	
Superior Networks	6.299	30.631	0.239	0.763	
Focal Point	15.723	28.771	0.375	0.783	
A.C.M.E.	93.270	92.170	0.329	0.816	

Visit our website at www.marketplace-simulation.com