



*Student Learning Outcomes
Assessment Summary
2014 - 2015*

MAJOR: MBA

DEPARTMENT: Business

1. List Student Learning and/or General Education Outcomes Assessed

The following Student Learning Outcomes and/or General Education Outcomes were assessed in AY 2014 – 2015:

SLO# 2 – Problem solving capabilities. Graduates shall think laterally, critically, innovatively, creatively and make connections among diverse fields of study in analyzing problems.

SLO#3 - Global perspective. Graduates shall explain global implications based on an understanding of both domestic and global environments of organizations.

SLO#5 – Ability to Manage Information. Graduates shall have an understanding of the progress in data literacy and manipulation, integrated into effective decision making.

2. Summary of Assessment Results

SLO# 2 – Problem solving capabilities. Graduates shall think laterally, critically, innovatively, creatively and make connections among diverse fields of study in analyzing problems.

SLO#3 - Global perspective. Graduates shall explain global implications based on an understanding of both domestic and global environments of organizations.

SLO#5 – Ability to Manage Information. Graduates shall have an understanding of the progress in data literacy and manipulation, integrated into effective decision making.

MBA 510 Managerial Accounting

Assessment tool: *Final exam*

Target: 90% of students score an 83% or better on the accounting project

SLO# 2 – Target Met: 93.6% of students reported earned an 83% or better.

2012 – 2013 – 100% of students scored above an 83% or better.

2013 – 2014 – 93% of students scored above an 83% or better.

2014 -2015 – 88 % of students scored above an 83% or better.

Analysis of the results: Student have met the proficiency measure established in SLO 2 for the three year period. The trend is moving in the wrong direction and needs to be monitored. The department should consider a comprehensive pre-post exam to capture data from all students since the department continues to struggle to collect data from adjunct professors.

MBA 518 Corporate Communication

Assessment Tool: Communication Audit Project

Target: 90% of students earn a “B” or better

SLO #5 – Target Met: 94.6% of students reported earned a 90% or better

2012 – 2013 – 90% of students reported earned a 90% or better

2013 – 2014 – 94% of students reported earned a 90% or better

2014 – 2105 – 100% of students reported earned a 90% or better

Analysis of the results: Students are meeting the proficiency measures established in SLO 5 for the three year period. The department should consider a comprehensive pre-post exam to capture data from all students since the department continues to struggle to collect data from adjunct professors.

MBA 520 Marketing Services

Assessment tool: Case Studies

Target: 90% of students score a B or better on the case studies

SLO#3 – Target Met: 100% of the students scored a B or better

2012 – 2013 – Not offered

2013 – 2014 – 100% of students reported earned a B or better

2014 – 2015 - 100% of students reported earned a B or better

Analysis of the results: Students are meeting the proficiency measures established in SLO3 for the three year period. . The department should consider a comprehensive pre-post exam to capture data from all students since the department continues to struggle to collect data from adjunct professors.

MBA 540 Employment and Labor Law

Assessment Tool: Average of midterm and final exam scores
Target: 90% of students earn a “B” or better
SLO__ **Target Met: 93% of those reported met the target.**
2012 – 2013 - Not offered
2013 – 2014 – 93% of students earn a “B” or better
2014 – 2015 – no data received.

Analysis of the results: Students are meeting the proficiency measures established in SLO__ for the three year period. The data is suspect since it is only for one year even though the course was run in a subsequent year. The department should consider a comprehensive pre-post exam to capture data from all students since the department continues to struggle to collect data from adjunct professors.

MBA 555 Forensic Accounting

Assessment Tool: Final exam scores
Target: 90% of students earn a “B” or better
2012 – 2013 - Not offered
2013 – 2014 – No Data
2014 – 2015 - No Data

Analysis of results: One section of 17 students was taught in 2014-2015 but no data was received.

MBA 570 Strategic Marketing Research

Assessment tool: Final marketing plan
Target: 80% of the students earning a C or better

2012-13 - 89% of the students met the target
2013 -14 – Not offered
2014-15 - 88% of the students met the target

Analysis of results: : Students are meeting the benchmark assessment criterion. The final marketing plan is an appropriate measure of their achievement because it measures their performance throughout the course. The plan demonstrates the students’ skills in conducting marketing research and applying the data in a strategic marketing plan.
PROPOSED CHANGES: No changes are proposed at this time.

MBA 575 Investment and Portfolio Management

2012 – 2013 – 94%

2013 – 2014 - Not offered

2014 – 2015 – Not offered

Analysis of results: This course is an elective and offered only when sufficient enrollment develops for the course. The target was met, however reliability is an issue since data was not received for two of the three years. This course was not offered during the 2014-15 academic year for low enrollment.

Recommendation: The department should consider a comprehensive pre-post exam to capture data from all students since the department continues to struggle to collect data from adjunct professors.

MBA 600 Quantitative Methods

Assessment Tool: Exam Scores

Target: 80% of students earn a “B” or better)

2012 – 2013 - Not offered

2013 – 2014 – 100%

2014 – 2015 – No Data received

Analysis of results: The data indicated that the target was met. This may be an issue of reliability since data from two years was not collected.

Recommendation: The department should consider a comprehensive pre-post exam to capture data from all students since the department continues to struggle to collect data from adjunct professors.

MBA 610 Legal Environment

Assessment Tool: SLO 3 – Term Paper

Target: 90% of students earn a “B” or better

Result: 57 students were enrolled in this course across all sections this year. In SLO 3 and SLO 4 the measure was not met in one of the two classes taught by the full time instructor (18 out of 23 students or 78%). The second section taught by the full time instructor the measure was met in SLO 3 and SLO 4 (10 out of 10 students met the measure or 100%). In the third section the measure was not

met because 18 out of 24 students met the measure (75%). Overall, 80% of all students met the measure for SLO 3 and SLO 4. For SLO 6, I am unsure whether the score reported by the adjunct professor was for the ethics question or the entire exam. Regardless, the measure was met in all three sections (23 out of 23 for 100%, 10 out of 10 for 100% and 21 out of 23 for 91% across the three sections).

2012 – 2013 – 92%

2013 – 2014 – Not offered

2013 – 2014 – 100%

Analysis of results: Students' communication skills are not at the appropriate level in their writing of term papers and global perspective. The global perspective can be addressed through curriculum changes, but the writing is a more systemic problem and is being addressed institutionally through the addition of support resources for writing for our graduate students.

MBA 620 Managerial Economics

Assessment Tool: Final Exam Score
Target: 80% of students earn a "B" or better)

2012 – 2013 - Not offered

2013 – 2014 – 47% of students earn a "B" or better

2014 – 2015 – Do data received

Analysis of results: The data indicated that the target was not met. This may be an issue of reliability since data from two years was not collected.

Recommendation: The department should consider a comprehensive pre-post exam to capture data from all students since the department continues to struggle to collect data from adjunct professors.

MBA 630 Management Finance

Assessment Tool: Comprehensive Case Analysis - Final Exam Score
Target: 80% of students earn a "B" or better)
Result: Target met—95.5 % of students earned a "B" or better

2012 – 2013 - Not offered

2013 – 2014 – 100% of students earned a "B" or better

2014 – 2015 – 91% of students earned a "B" or better

Analysis of results: A large percentage of students are meeting the benchmark for assessment criteria of SLO 2 and SLO 5 in this MBA course for the three year period.

MBA 640 Accounting for Government, Not-for-profit Organizations

Analysis of results: This course is an elective and offered only when sufficient enrollment develops for the course. This course was not offered during the 2014-15 academic year for low enrollment.

2012 – 2013 – No Data

2013 – 2014 - Not offered

2014 – 2015 – Not offered

MBA 650 Entrepreneurship & Economic Development

Analysis of results: This course is an elective and offered only when sufficient enrollment develops for the course. This course was not offered during the 2014-15 academic year for low enrollment.

2012 – 2013 – 88%

2013 – 2014 - Not offered

2014 – 2015 – Not offered

MBA 675 Strategic Formulation and Implementation

Assessment Tool: Chapter Presentations and Strategic Plan

Target: 90% of students earn a “B” or better

Results: 100% of students earned a “B” or better

2012 – 2013 – No Data

2013 – 2014 – 100% of students earned a “B” or better

2014 - 2015 – 100% of students earned a “B” or better

Analysis of results: Students are meeting the proficiency measures established in SLO2 and SLO5 for the three year period.

Recommendations: The department should consider a comprehensive pre-post exam to capture data from all students since the department continues to struggle to collect data from adjunct professors.

MBA 680 Executive Leadership Seminar

Assessment Tool: Capstone Project & Costco

Target: 90% of students earn a “B” or better

Result: Targets met—94.5 % of students earned a “B” or better

2012 – 2013 – No Data

2013 – 2014 – 89% of students earned a “B” or better

2014 – 2015 – 100% of students earned a “B” or better

Analysis of results: Students are meeting the proficiency measures established in SLO2 for the three year period.

Recommendations: The department should consider a comprehensive pre-post exam to capture data from all students since the department continues to struggle to collect data from adjunct professors.

Summary Recommendations:

The business department is considering a shift to a pre-post knowledge exam to measure internal program competencies since the department continues to have difficulty collecting data from adjunct instructors.

Although the difficulties remain in data collection from adjunct professors the students’ learning outcomes indicate students are meeting the overall requirements. The business department faculty continue discussing the assessment process and the major fields test (MFT) in business is considered as one of data collection methods.

