Expected Outcomes: Ethical and Legal Knowledge

EMBA students will demonstrate knowledge of ethical and legal responsibilities in organizations and society.

Assessment methods

**Method: 1a. Ethics Assignment in BUSI 7976, Ethics**

At least 75% of EMBA students will achieve an average rating of 8.0 or higher on a 10-point scale measuring knowledge of ethical and legal responsibilities in organizations and society where 10 = excellent and 1 = unacceptable. The instructor in BUSI 7976 (Special Topics in Business Administration) will rate students' ethics (#3) assignment in the course using the rating scale described above.

**Findings:**
Instructor: N = 52. 98% of the EMBA students received a rating of 8.0 or higher on the 10 point rating scale described above.

**How did you use findings for improvement?**
Program is meeting goal.

**Additional comments:**
None

**Method: 1b. Personal Ethical Code in BUSI 7976, Ethics**

At least 75% of EMBA students will achieve an average rating of 8.0 or higher on a 10-point scale measuring knowledge of ethical and legal responsibilities in organizations and society where 10 = excellent and 1 = unacceptable. The instructor in BUSI 7976 (Special Topics in Business Administration) will rate students' written analysis of a personal ethical code using the rating scale described above.

**Findings:**
Instructor: N = 53. 92% of EMBA students received a rating of 8.0 or higher on the 10 point rating scale described above.

**How did you use findings for improvement?**
Program is meeting goal.

**Additional comments:**
None

Expected Outcomes: Create Value through Integration

EMBA students will demonstrate knowledge of the creation of value through the integrated production and distribution of goods, services, and information.
Assessment methods

Method: 2a. Business Simulation in BUSI 7216, Marketing

At least 75% of EMBA students will achieve an average rating of 8.0 or higher on a 10-point scale measuring knowledge of the creation of value through the integrated production of goods, services, and information where 10 = excellent and 1 = unacceptable on a computer simulation in BUSI 7216 (Marketing and Consumer Theory). The instructor and one additional faculty member will evaluate students' performance on the computer simulation assignment using the rating scale described above.

Findings:

Instructor: N = 49; Additional faculty N = 49. 86% of EMBA students received a rating of 8.0 or higher on the 10 point scale described above.

How did you use findings for improvement?

Program is meeting goal.

Additional comments:

None

Method: 2b. Business Simulation in BUSI 7226, Operations

At least 75% of EMBA students will achieve reach a target profit of $750,000 on a 12 week supply chain simulation measuring knowledge of the creation of value through the integrated production of goods, services, and information. The instructor in BUSI 7226 (Operations and Information Technology for Competitive Advantage) will rate students' performance on the final project objective assignment in the course using the rating scale described above.

Findings:

Instructor: N = 18. 88% of EMBA students met the target profit.

How did you use findings for improvement?

Program is meeting goal.

Additional comments:

None

Expected Outcomes: Financial Knowledge

EMBA students will demonstrate knowledge of financial theories, analysis, reporting and markets.

Assessment methods

Method: 3a. Exam 1 in BUSI 7116, Financial Analysis

At least 75 percent of EMBA students will achieve a rating of 80 or higher on an objective-type Exam One in BUSI 7116 (Financial Analysis) using a 100-point scale measuring knowledge of financial theories, analysis, reporting and markets where a score of 90-100 = excellent and 59 or less = unacceptable. The instructor in BUSI 7116 will evaluate students' Exam One performance using the rating scale described above.

Findings:

Instructor: N = 55. 69% of EMBA students received a rating of 80 or higher on the 100 point scale.
How did you use findings for improvement?

Program is not meeting goal but was very close. Three students earned a 79 and if they had been included, the 75% goal would have been met. This goal was met in previous years. Because this assessment comes early on, the faculty is considering an assessment that occurs later in the EMBA program to more adequately assess their ultimate knowledge. Assessment 3b, which comes at the end of their financial analysis course demonstrates that they ultimately acquire the knowledge.

**Method: 3b. Exam 2 in BUSI 7116, Financial Analysis**

At least 75 percent of EMBA students will achieve a rating of 80 or higher on an objective-type Exam Two in BUSI 7116 (Financial Analysis) using a 100-point scale measuring knowledge of financial theories, analysis, reporting and markets where a score of 90-100 = excellent and 59 or less = unacceptable. The instructor in BUSI 7116 will evaluate students’ Exam Two performance using the rating scale described above.

Findings:

Instructor: N = 55. 80% of EMBA students received a rating of 80 or higher on the 100 point scale described above.

How did you use findings for improvement?

Program is meeting goal.

**Expected Outcomes: Domestic and Global Economic Knowledge**

EMBA students will demonstrate knowledge of domestic and global economic environments of business.

**Assessment methods**

**Method: 4a. Research Paper in BUSI 7136, Strategic Analysis**

At least 75 percent of EMBA students will achieve a rating of 80 or higher on a 100-point scale measuring knowledge of domestic and global economic environments in business where 90-100 = excellent and 59 or less = unacceptable. The instructor in BUSI 7136 (Strategic Analysis and the Competitive Environment) and one additional faculty member will evaluate each students’ research paper demonstrating knowledge of domestic and global economic environments of business using the rating scale described above.

Findings:

Instructor: N = 53; Additional faculty: N = 53. 93% of EMBA students received a rating of 80 or higher on the 100 point scale described above.

How did you use findings for improvement?

Program is meeting goal.

At least 75 percent of EMBA students will achieve an average score of 80 or higher on a 100 point scale measuring knowledge of domestic and global economic environments in business where 90 – 100 = excellent and 59 or below = unacceptable. The instructor in FINC 7976 (Special Topics in Business Administration – International Business) and one additional faculty member will evaluate each student’s research paper demonstrating knowledge of domestic and global economic environments of business using the rating scale described above.

Findings:

Instructor: N = 53; Additional faculty: N = 12. 100% of EMBA students received a rating of 80 or higher on the 100 point scale described above.

How did you use findings for improvement?

The program is meeting the goal.

Additional comments:

None

Expected Outcomes: Leadership Capacity

EMBA students will demonstrate the capacity to lead in organizational situations.

Assessment methods

Method: 5a. Competing Values Survey Pre and Post Comparison

At least 75 percent of EMBA students will achieve a positive difference between their final and entering assessments in Sp’12 on a 7 point – Competing Values Leadership Survey where the scale is 1 = Low Leadership Skills to 7 = High Leadership Skills. The results of the survey will be evaluated by one faculty member using the rating scale described above.

Findings:

Instructor: N = 35. 97% of EMBA students achieved a positive difference between their final and entering assessments on the 7 point scale described above. The average improvement on the scale was 1.49.

How did you use findings for improvement?

The program is meeting the goal.

Additional comments:

None

Method: 5b. Best Self Exercise in BUSI 7146, Leadership

At least 75 percent of EMBA students will achieve a rating of 80 or higher on a 100 - point scale measuring leadership qualities/skills where 90 - 100 = excellent and 59 or less = unacceptable. EMBA students enrolled in BUSI 7146 (Organizational Leadership and Change) in F’11 completed a “Best Self” exercise where they request and analyze “best self” examples from 10-20 people. The exercise will be evaluated by the course instructor and one additional faculty member using the...
Expected Outcomes: Apply Knowledge in New & Unfamiliar Situations

EMBA students will demonstrate the capacity to apply knowledge in new and unfamiliar circumstances through a conceptual understanding of relevant disciplines.

Assessment methods

Method: 6a. Anti-trust Case in BUSI 7136, Strategic Analysis

At least 75 percent of EMBA students will achieve a rating of 80 or higher on a 100-point scale measuring the capacity to apply knowledge in new and unfamiliar circumstances where 90 - 100 = excellent and 59 or less = unacceptable. EMBA students enrolled in BUSI 7136 (Strategic Analysis and the Competitive Environment) will prepare and present a group anti-trust case demonstrating the capacity to apply knowledge in new and unfamiliar circumstances through a conceptual understanding of relevant disciplines. The presentation will be evaluated by the course instructor and one additional faculty member using the rating scale described above.

Findings:

Instructor: N = 54; Additional faculty: N=12. 94% of EMBA students received a rating of 80 or higher on the 100 point scale described above.

How did you use findings for improvement?

Program is meeting goal.

Additional comments:

The faculty is exploring a replacement assessment positioned later in the program of study.

Method: 6b. Business Simulation in MNGT 7166, Technology

At least 75 percent of EMBA students will achieve a rating of 8.0 or higher on a 10-point scale measuring the capacity to apply knowledge in new and unfamiliar circumstances where 10 = excellent and 1 = unacceptable. EMBA students enrolled in MNGT 7166 (Strategic Management of Technology and Innovation) will participate in a group simulation project. The project results will be evaluated by the course instructor using the rating scale described above.

Findings:

Instructor: N = 58. 74% of EMBA students received a rating of 8.0 or higher on the 10 point scale described above.

How did you use findings for improvement?

Program is not meeting goal on this assessment. However, 100% of EMBA students did score
7.52 or higher on the 10 point scale. Because the goal was met previously, the faculty will continue to monitor the situation to determine if these results are an isolated event. The course instructor has also been encouraged to examine the preparation readings provided to the students prior to running the computer simulation.

Additional comments:
None