Expected Outcomes: Communication skills

MSBA students will demonstrate the communication skills necessary to perform effectively in their program area of concentration.

Assessment methods

Method: Writing skills course project

During the final year of enrollment, MSBA students will provide a written copy of a course project or paper completed in one of their MSBA courses for use as a sample of the student’s written communication skill. The sample will be rated on a 5-point scale measuring written communication skill by two FINC faculty members where 5 = excellent and 1 = unacceptable. MSBA students sampled will achieve an average rating of 4.0 or higher using the rating scale described above.

Findings:

Twenty two MSBA students completed a class project which was evaluated by faculty. The average score on the writing is 4.24. Four of the twenty two scored below 4, with none below a 3.

How did you use findings for improvement?

By the final projects, the students’ writing has improved, even for the non-native English speakers. We will continue to require a series of written papers and refer students to the University Writing Center for help with written projects.

Additional comments:

None

Method: Oral skills course project

During the final year of enrollment, MSBA students will orally present a course project or paper completed in one of their MSBA courses for use as a sample of the student’s oral communication skill. The sample will be rated on a 5-point scale measuring oral communication skill by two FINC faculty members where 5 = excellent and 1 = unacceptable. MSBA students sampled will achieve an average rating of 4.0 or higher using the rating scale described above.

Findings:

Twenty two MSBA students completed an oral presentation. The average score is 3.97. Eight of the twenty-two students scored less than 4 on presentation skills.

How did you use findings for improvement?

Similar to 2011, many of the students scoring below 4 are non-native English speaking. The requirement for a Skype interview is in place for admission, but was not required for this class. MSBA Finance students are now advised to take a professional development course with the MBA students; this course has an oral presentation component. Students were required to tape and self-evaluate their presentation; this helped several students, but not all. During the FINC 7650 course, we will continue to require students will have more than one
opportunity to present and improve presentation skills.

Additional comments:
None

Expected Outcomes: Technology skills

MSBA students will demonstrate the information technology skills (i.e., internet usage, word processing, and business presentation software), necessary to perform effectively in their program area of concentration.

Assessment methods

Method: Word Processing and Internet

During the final year of enrollment, MSBA students will provide a written copy of a course project or paper completed in one of their MSBA courses for use as a sample demonstrating the student’s word processing and internet usage skills. The sample will be rated using a 5-point scale measuring word processing and internet usage skills by two FINC faculty member where 5 = excellent and 1 = unacceptable. MSBA students sampled will achieve an average rating of 4.0 or higher using the rating scale described above.

Findings:

Twenty-two MSBA Students completed a written analysis. All students demonstrated word processing skills necessary for performing successfully in business.

How did you use findings for improvement?

No adjustment needed. Our students come into the program with good word processing skills.

Additional comments:
None

Method: Business Presentation Software skills

During the final year of enrollment, MSBA students will orally present a course project or paper completed in one of their MSBA courses for use as a sample of the student’s business presentation software skills. The sample will be rated on a 5-point scale measuring the information technology skills described above by two FINC faculty members where 5 = excellent and 1 = unacceptable. MSBA students sampled will achieve an average rating of 4.0 or higher using the rating scale described above.

Findings:

Twenty two MSBA students completed an oral course project demonstrating business presentation (Power Point) skills. The average score in Business presentation software is 4.4 with no students scoring below a 4.

How did you use findings for improvement?

We will continue to require presentations with PPT slides throughout the course. The students also work with the Office of Professional and Career Development and we see improvement in PPT slides.

Additional comments:
None
**Expected Outcomes: Analytical Reasoning Skills**

MSBA students will demonstrate analytical reasoning skill necessary to perform effectively in business positions in their chosen career field.

**Assessment methods**

**Method:** Analytical skills project

During the final year of enrollment, MSBA students will provide a written copy of a course project or paper completed in one of their MSBA courses for use as a sample demonstrating the student’s analytical reasoning skill. The sample will be rated on a 5-point scale measuring analytical reasoning skill by two FINC faculty members where 5 = excellent and 1 = unacceptable. MSBA students sampled will achieve an average rating of 4.0 or higher using the rating scale described above.

**Findings:**

Twenty two MSBA students completed a course project demonstrating analytical skills. The average analytical reasoning score is 3.94 with ten students scoring below 4.

**How did you use findings for improvement?**

Unfortunately this is an area that the average has fallen and fewer students are showing good analytical skills. One student scored a two (the only score below a 3) and that student ended up not finishing the MSBA. If that student is not included, the score improves to an acceptable 4.04, but there are still many students not demonstrating analytical skills. We will review the curriculum in the courses to determine analytical reasoning opportunities.

**Additional comments:**

None

**Expected Outcomes: Knowledge of Finance**

MSBA students will demonstrate knowledge of the functional areas of finance.

**Assessment methods**

**Method:** Project: knowledge of Finance

At least 75 percent of MSBA students will achieve a rating of 4.0 or higher on a 5-point scale measuring knowledge of three functional areas of finance (i.e., corporate, investments, and global finance), where 5 = excellent and 1 = unacceptable. During the final year of enrollment, each MSBA Finance student will submit one or more written projects/papers demonstrating their functional knowledge in each of the three functional areas of finance described above. Two FINC faculty members will evaluate the student’s work sample rating the student’s knowledge in each of the three functional areas of finance using the rating scale described above.

**Findings:**

Twenty two MSBA students completed a course project demonstrating knowledge of corporate finance. The average score is 4.16 with eight students scoring below a 4.

**How did you use findings for improvement?**

Only 64% of the students achieved a rating of 4.0 (68% of the graduating students) demonstrating functional knowledge of Corporate Finance. In the FINC 7650 class, multiple...
projects with detailed grading rubrics including measurement of corporate finance skills will be included.

Additional comments:
None

Method: Comprehensive Exam

MSBA students will be given a final written exam by two FINC faculty members comprised of one question from each of the three functional areas of finance (i.e., corporate, investments, and global finance). MSBA-Finance students will achieve an average rating of 7.0 or higher on a 10-point scale measuring knowledge of the three functional areas of finance using the rating scale described above.

Findings:

Fourteen students took the comprehensive exams in the 2010-2011 academic year. All fourteen students scored a 7 or above in Global Finance, Thirteen of fourteen students scored a 7 or above in corporate finance and twelve of fourteen students scored a 7 or above in the Investments area. The average Corporate score was 8.3, Investments score was 7.9 and Global score was 8.9.

How did you use findings for improvement?

Overall our students appear to understand the functional areas of finance well.

Additional comments:
None

Expected Outcomes: Prepared for professional position

MSBA students will be prepared to obtain professional or managerial positions in private or public organizations.

Assessment methods

Method: Employment

At the time of graduation, 25% of MSBA graduates will have obtained employment in their career field. Measurement of this criterion will be by direct communication with graduates using personal contact or written responses to the annual Graduate Student Survey.

Findings:

We collected eleven surveys for students who finished in the 2011-2012 year. Of those eleven, five (45%) had obtained employment in his/her career field, one student was continuing graduate work and five students said they were looking for work.

How did you use findings for improvement?

The goal was realized with 45% of the students with employment and less than half looking for a job. The enhanced Office of Professional and Career Development helped our students tremendously in job placement. We will continue to refer our students to the OPCD. Of the five students looking for work, four are not U.S. citizens so would have a difficult time obtaining a job either in the U.S. or in their home country while they are residing in Auburn.

Additional comments:
None