Expected Outcomes: Ethical and Legal Knowledge

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

Assessment methods

Method: 1a. Ethics Case in BUSI 7230, Cost Analysis

At least 75% of MBA 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 7230 (Cost Analysis & Systems) and one additional faculty will rate students' written analysis of an ethics case problem assignment in the course using the rating scale described above.

Findings:

Instructor: N = 32; Additional Faculty: N = 8. 70% of MBA students received a rating of 8.0 or higher on the 10 point scale described above.

How did you use findings for improvement?

The program is not meeting the goal. The faculty members responsible for the course are reevaluating their coverage of ethical issues and case assessment.

Additional comments:

None

Method: 1b. Ethics Case in BUSI 7140, Leadership & Organiz

At least 75% of MBA students will achieve an average rating of 8 or higher on a 10-point scale measuring knowledge of ethical and legal responsibilities in organizations and society where 90 - 100 = excellent and 59 or less = unacceptable. The instructor in BUSI 7140 (Leadership and Organization Change) will rate students' analyses of an ethics case problem assignment using the rating scale described above.

Findings:

Instructor: N = 32. 66% of MBA students received a rating of 8.0 or higher on the 10 point scale described above.

How did you use findings for improvement?

The program is not meeting the goal. After discussion, the faculty determined that the timing of this assessment was inappropriate. The case was completed by students in their first semester and prior to any ethics training. Instead, it was designed to generate discussion and awareness prior to the ethics module. The faculty decided that an ethics case problem from BUSI 7210 (Marketing and Consumer Theory) in students' second semester in the program would be more appropriate for assessing this goal in the future.

Additional comments:
**Expected Outcomes: Financial Knowledge**

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

**Assessment methods**

**Method:** 2a. Business Simulation in BUSI 7210, Marketing

At least 75% of MBA 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 7210 (Marketing and Consumer Theory). The simulation requires understanding the financial matters facing firms and making quality decisions with regard to those matters. The instructor and one additional faculty will evaluate students' performance on the computer simulation assignment using the rating scale described above.

**Findings:**

Instructor: N = 29; Additional faculty: N=29. 93% of MBA 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. Exams 1 & 2 in BUSI 7110, Financial Analysis

At least 75 percent of MBA students will achieve a rating of 80 or higher on objective-type Exams One and Two in BUSI 7110 (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 will evaluate students' Exam One and Two performances using the rating scale described above.

**Findings:**

Instructor: N = 38. 82% of MBA 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:**

None

**Expected Outcomes: Statistical Knowledge**

MBA students will demonstrate knowledge of statistical data analysis and management science as they support decision-making processes throughout an organization.

**Assessment methods**

Tuesday, February 05, 2013, Office of Institutional Research and Assessment
**Method :** 3a. Case in BUSI 7120, Quantitative Analysis

At least 75 percent of MBA students will achieve a rating of 80 or higher on a 100 point scale measuring knowledge of statistical data analysis and management science where 90 - 100 = excellent and 59 or less = unacceptable. The instructor in BUSI 7120 (Quantitative Analysis for Business Decisions) will rate students' application of statistical data analysis and management science knowledge based their performance on a applied objective case-based problem using the rating scale described above.

**Findings:**

Instructor:  N = 31.  84% of MBA 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:**

None

**Method :** 3b. Exam Questions in BUSI 7120, Quantitative Analysis

At least 75 percent of MBA students will achieve a rating of 8.0 or higher on a 10-point scale measuring knowledge of statistical data analysis and management science where 10 = excellent and 1 = unacceptable. The instructor in BUSI 7120 (Quantitative Analysis for Business Decisions) will rate students' application of statistical data analysis and management science knowledge in completing selected objective questions on Mid-Term and Final Exams using the rating scale described above.

**Findings:**

Instructor:  N = 31.  87% of MBA 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 : Domestic and Global Economic Knowledge

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

**Assessment methods**

**Method :** 4a. Mid-term Exam in BUSI 7130, Strategic Analysis

At least 75 percent of MBA students will achieve an average score of 80 points or higher on a 100 point scale measuring knowledge of domestic and global economic environments where 90 - 100 = excellent and 59 or below = unacceptable. The instructor in BUSI 7130 (Strategic Analysis and the Competitive Environment) will evaluate the students' scores on an objective mid-term exam demonstrating knowledge of domestic and global economic environments of business using the rating scale described above.

**Findings:**
Instructor: N = 30. 63% of MBA students achieved a rating of 80 or higher using the 100 point scale described above.

How did you use findings for improvement?

While the program fell below the goal, it was very close with 80% of the on-campus MBAs earning a 75 or better on the assessment. The goal was also met last year. Future results will be monitored to determine if the shortfall was an anomaly.

Additional comments:

None

Method: 4b. Final Exam in BUSI 7130, Strategic Analysis

At least 75 percent of MBA students will achieve an average score of 80 or higher on a 100 point scale measuring knowledge of domestic and global economic environments where 90-100 = excellent and 59 or below = unacceptable. The instructor in BUSI 7130 (Strategic Analysis and the Competitive Environment) will evaluate the students’ objective final exam performance demonstrating knowledge of domestic and global economic environments of business using the rating scale described above.

Findings:

Instructor: N = 30. 80% of MBA students achieved a rating of 80 or higher using the 100 point scale described above.

How did you use findings for improvement?

Program is meeting goal.

Additional comments:

None

Expected Outcomes: Leadership Capacity

MBA students will demonstrate the capacity to adapt and lead in organizational situations with people from diverse backgrounds.

Assessment methods

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

At least 75 percent of MBA students will achieve a positive difference between their final and entering assessments 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 computed by one faculty member.

Findings:

Instructor: N = 13. 85% of the MBA 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 .83.

How did you use findings for improvement?

Program is meeting goal.

Additional comments:
The faculty discussed approaches to improve the level of participation on the final survey and agreed to make the final data collection a required part of the exit interview prior to graduation to insure participation.

**Method : 5b. Peer Leadership Rating in BUSI 7980**

At least 75 percent of MBA students will achieve a peer rating of at least of 4.0 or higher on a 5-point scale measuring ability to demonstrate leadership where 5 = excellent and 1 = unacceptable. MBA students enrolled in BUSI 7980 (Integrated Business Project and Case Analysis) will perform peer evaluations of other team members using the rating scale described above.

**Findings:**

Peer Evaluation: N = 36. 78% of MBA students received a 4.0 or higher on the 5 point scale described above.

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

Program is meeting goal.

**Additional comments:**

None

**Expected Outcomes : Apply Knowledge in New & Unfamiliar Situations**

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

**Assessment methods**

**Method : 6a. Project in BUSI 7980, Integrated Business Proj**

At least 75 percent of MBA students will achieve a rating of 80 or higher on a 100 point scale where 90 - 100 = excellent and 59 or below = unacceptable. MBA students enrolled in BUSI 7980 (Integrated Business Project and Case Analysis) will complete a project demonstrating their research and analytical abilities to apply knowledge in new and unfamiliar circumstances through a conceptual understanding of relevant disciplines. The project will be evaluated by the two course instructors using the rating scale described above.

**Findings:**

Instructors: N = 36. 100% of MBA 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:**

None

**Method : 6b. Simulation in BUSI 7130, Strategic Analysis**

At least 75 percent of MBA students will achieve a rating of 8.0 or higher on a 10-point scale where 10 = excellent and 1 = unacceptable. MBA students enrolled in BUSI 7130 (Strategic Analysis and the Competitive Environment) will complete a computer business simulation exercise demonstrating their ability to apply knowledge in new and unfamiliar circumstances through a conceptual understanding of relevant disciplines. The computer simulation will be evaluated by
the course instructor using the rating scale described above.

Findings:

Instructor: N = 32. 44% of MBA 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. However, 97% of MBA students scored higher than 7.0 on the scale. It should be noted that while the MBA students did not meet the goal on this assessment, which came in the first semester of the program, they did meet the goal on the other assessment of this learning objective, which comes at the end of the program. Thus, the MBA students did acquire the skills over the course of the program. After discussion, the faculty determined that this assessment simulation was primarily meant to clarify for new students the challenges they face rather than assess final knowledge and therefore was not the most appropriate test of the success of the program in enabling students to meet the learning objective. For the future, the assessment will be based on a simulation in BUSI 7120 (Marketing and Consumer Theory) which occurs in the second semester of the program.

Additional comments:

None