Expected Outcomes: Ethical and Legal Knowledge

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

Assessment methods

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

At least 75% of PEMBA students will achieve an average rating of 80 or higher on a 100-point scale measuring knowledge of ethical and legal responsibilities in organizations and society where 90-100 = excellent and 59 or below = unacceptable. The instructor in BUSI 7976 (Special Topics in Business Administration - Ethics) and one additional faculty member will rate students’ ethics case write-up in the course using the rating scale described above.

Findings:

Instructor: N = 37; Additional faculty: N = 8. 100% of PEMBA 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: 1b. Legal Ethics Assignment in BUSI 7976, Legal**

At least 75% of PEMBA 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 (Legal Aspects of HealthCare Business Transactions) will rate students’ analysis of a legal ethics assignment in the course using the rating scale described above.

Findings:

Instructor: N = 32. 100% of PEMBA 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

Expected Outcomes: Create Value through Integration

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

**Method : 2a. Marketing Plan Project in BUSI 7216, Marketing**

At least 75% of PEMBA students will achieve an average rating of 80 or higher on a marketing project to create a marketing plan in BUSI 7216 (Marketing and Consumer Theory) using a 100-point scale measuring knowledge of the creation of value through the integrated production of goods, services, and information where a score of 90-100 = excellent and 59 or less = unacceptable. The instructor and one additional faculty member will evaluate students' final project using the rating scale described above.

**Findings:**
- Instructor:  N = 38; Additional faculty:  N = 7. 100% of PEMBA 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 : 2b. Exam Questions in BUSI 7226, Operations**

At least 75% of PEMBA 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. The instructor in BUSI 7226 (Operations and Information Technology for Competitive Advantage) and one additional faculty member will rate students' performance on two final exam essay questions using the rating scale described above.

**Findings:**
- Instructor:  N = 32; additional faculty:  N = 6. 100% of PEMBA 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

**Expected Outcomes : Financial Knowledge**

PEMBA 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 PEMBA students will achieve a rating of 80 or higher on discussion 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 will evaluate students' performance on Exam One using the rating scale described above.
Findings:
  Instructor: N = 36. 97% of PEMBA students received an 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 2 in BUSI 7116, Financial Analysis
  At least 75 percent of PEMBA students will achieve a rating of 80 or higher on discussion 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 will evaluate students' performance on Exam Two using the rating scale described above.

Findings:
  Instructor: N = 35. 94% of PEMBA students received an 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: Domestic and Global Economic Knowledge
  PEMBA students will demonstrate knowledge of domestic and global economic environments of business.

Assessment methods

Method: 4a. Research Paper in BUSI 7976, Macro Econ
  At least 75 percent of PEMBA students will achieve a rating of 8.0 or higher on a 10-point scale measuring knowledge of domestic and global economic environments in business where 10 = excellent and 1 = unacceptable. The instructor in BUSI 7976 (Special Topics in Business Administration - Macro Economics) 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 = 33; additional faculty: N = 8. 100% of the PEMBA 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**: 4b. Exam Questions in BUSI 7976, Micro Econ

At least 75 percent of PEMBA students will achieve an average score of 8.0 or higher on a 10-point scale measuring knowledge of domestic and global economic environments in business where 10 = excellent and 1 = unacceptable. The instructor in BUSI 7976 (Special Topics in Business Administration - Micro Economics) and one additional faculty member will evaluate each student’s performance on selected questions demonstrating knowledge of domestic and global economic environments of business using the rating scale described above.

**Findings**:

Instructor: N = 28; additional faculty: N = 0 (due to an office move, the exam questions were accidentally discarded prior to being provided to the additional faculty). 100% of PEMBA 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 but this was not verified by an additional review.

**Additional comments**:

None

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**Expected Outcomes**: Leadership Capacity

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

**Assessment methods**

**Method**: 5a. Competing Values Survey Pre and Post Compariso

At least 75 percent of PEMBA 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 calculated by one faculty member using the rating scale described above.

**Findings**:

Instructor: N = 6. 100% of the PEMBA 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. Unfortunately, through a staff error, all but 6 final assessments were discarded before being recorded.

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

The Program is meeting the 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 mandatory part of the exit interview prior to graduation to insure participation. This will also ensure that the results will be recorded.

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

At least 75 percent of PEMBA 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 below = unacceptable. PEMBA students enrolled in BUSI 7146 (Organizational Leadership and Change) in F’11 completed “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
rating scale described above.

Findings:
Instructor (Harris): N = 37; Additional faculty: N=6. 93% of the PEMBA 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 goal.

Additional comments:
None

Expected Outcomes : Apply Knowledge in New & Unfamiliar Situations

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

Assessment methods

Method : 6a. Group Project in BUSI 7136, Strategic Analysis
At least 75 percent of PEMBA students groups 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 below = Unacceptable. PEMBA students enrolled in BUSI 7136 (Strategic Analysis and the Competitive Environment) will prepare and present a group project demonstrating the capacity to apply knowledge in new and unfamiliar circumstances through a conceptual understanding of relevant disciplines. The project will be evaluated by the course instructor and one additional faculty member using the rating scale described above.

Findings:
Instructor: N = 26 students; Additional faculty: N = 15. 100% of PEMBA 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 goal.

Additional comments:
None

Method : 6b. Tiger Island Project in MNGT 7426, Alternative
At least 75 percent of PEMBA students groups 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 below = unacceptable. PEMBA students enrolled in MNGT 7426 (Sem. In Org. Change: Alternative Healthcare Systems) will write a research paper in which they create a hypothetical healthcare system for “Tiger Island.” The papers will be evaluated by the course instructor and one additional faculty member using the rating scale described above.

Findings:
Instructor: N = 38; Additional faculty: N = 16. 100% of PEMBA 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