Business Administration MBA

Leadership Development

Goal Description:

The goal of the MBA degree is to develop business professionals prepared for leadership roles.

Providing Department: Business Administration MBA

Communication

Learning Objective Description:

Graduates of the MBA program should be able to demonstrate language and content that suits the intended audience and organize content in a logical sequence.

Communication Writing Assignments

Indicator Description:

Written assignments throughout the MBA courses will be assessed using a common rubric on four skills: 1) organization of ideas and content; 2) mechanics or writing; 3) professional format and use of conventions; and 4) professionalism. Students receive scores ranging from 1 to 5, with 1 = emerging skill and 5 = mastery of skill.

Criterion Description:

At least 80% of students meet or exceed expectations (score 3 or above) for each of the 4 aspects of written communication and overall.

Findings Description:

As shown in the table below, more than 80% of the 28 students sampled in summer 2023 met or exceeded the expectations in each aspect of written communication.

1. Organization of ideas and content

2. Mechanics of writing – sentence structure, paragraphs, grammar, punctuation, and spelling

3. Professional format and use of conventions

4. Professionalism

Learning objective aspect from the list above	Method of assessment: rubric with a score of 1 – 5 for each aspect.	Number* of students **not meeting expectations** (score of below 3)	Number of students **meeting but not exceeding expectations** (score of 3 - 4)	Number of students **exceeding expectations** (score of 5)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 4 +column 5)/column 6
1		2	14	12	28	92%
2		4	10	14	28	85.7%
3		4	8	16	28	85.7%
4		2	10	16	28	92%

Average across all 4 aspects		3	10.5	14.5	28	88.85%

Attached Files

📄 MBA communications assessment reporting form Schieber.docx

Communication Writing Assignments

Action Description:

Due to changes in the timing structure of the assessment procedures within COBA, data was collected late (summer 2023). It will be analyzed in the fall so that curricular adjustments can be made in the spring. The next round of data collection will be fall 2024.

Critical Thinking

Learning Objective Description:

Graduates of the MBA program should be able to distinguish relevant and non-relevant information regarding a business problem and develop a valid argument in support of a conclusion.

Critical Thinking Assignments

Indicator Description:

Assignments throughout the MBA courses will be assessed using a common rubric on seven skills: 1) identify and summarize the problem/issue; 2) identify and present the student's own hypothesis, perspective, and position; 3) identify and consider other salient perspectives and positions; 4) identify and assess the key assumptions; 5) identify and assess the quality of supporting data/evidence; 6) identify and consider the influence of context on the issue; 7) identify and assess conclusions, implications, and consequences. Students receive scores ranging from 1 to 5, with 1 = emerging skill and 5 = mastery of skill.

Criterion Description:

The average score on each of the seven critical thinking skills should be at least 3.75 out of 5 (75%) for all MBA students.

Findings Description:

1) identify and summarize the problem/issue;

2) identify and present the student's own hypothesis, perspective, and position;

3) identify and consider other salient perspectives and positions;

4) identify and assess the key assumptions;

5) identify and assess the quality of supporting data/evidence;

6) identify and consider the influence of context on the issue;

7) identify and assess conclusions, implications, and consequences.

Students receive scores ranging from 1 to 5, with 1 = emerging skill and 5 = mastery of skill.

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Spring 7B 2023 BANA 5368 Final exam question

Pertaining to skills Objective 5:

Students are asked the final exam question, "Tables should be used instead of charts when _____."

Possible Answers	Number of Students Selecting	Answer Score (1-5)
"the reader needs relative comparisons of data"	5(10.87%)	3
"there are more than two columns of data"	5(10.87%)	4

"the values being displayed have different units or very different magnitudes"	33(71.74%)	5
"the reader need not differentiate the columns and rows"	3(6.53%)	2

Weighted Mean of Scores: 4.478

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Pertaining to skills Objectives 2, 6, and 7

Source: BANA 5368 Spring 7B 2023
Writing Assignment:
In less than two pages, please discuss what you think of when you hear the word "uncertainty". Do not include quotes or references from other writers. I want to know what you think of uncertainty.
How do you estimate probability in the real world? How do you use the concept of probability to make decisions?
Possible writing prompts:

How do you confront uncertainty in your everyday life?
What are the risks of uncertainty? How do you describe/measure those risks?
How can you manage uncertainty?
How do you reduce uncertainty?
How much time/effort/money are you willing to expend to reduce uncertainty?
How do you intuitively measure probability?
When is it important to have a more precise measurement of probability?
What do you do to estimate probability?

MBA

	Value	count	score
max	50		
min	16		
Q1	46	9	3
Q2	48	22	4
Q3	48	25	5

Weighted Mean   4.285714286

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Spring 7B 2023 BANA 5368 Final exam question
Pertaining to skills Objectives 2 and 5:
Question:
Exhibit 6
A random sample of 100 people was taken. Eighty of the people in the sample favored Candidate A. We are interested in determining whether or not the proportion of the population in favor of Candidate A is significantly more than 75%.

Refer to Exhibit 6. At a .05 level of significance, it can be concluded that the proportion of the population in favor of candidate A is _____.

Possible Answers:	Number of Students Selecting	Question Score
"significantly greater than 75%"	24(52.18%)	4
"not significantly greater than 75%"	19 (41.31%)	5
"significantly greater than 80%"	3 (6.53%)	3

| "not significantly greater than 80%" | 0 (0.00%) | 1 |

Weighted Mean Score   4.3478

Critical Thinking Assignments

Action Description:

Due to changes in the timing structure of the assessment procedures within COBA, data was collected late (summer 2023). It will be analyzed in the fall so that curricular adjustments can be made in the spring. The next round of data collection will be fall 2024.

Strategic Decision-making

Learning Objective Description:

Graduates of the MBA program should be able to consider different strategic options using available evidence through the lens of organizational goals and generate applicable solutions for business problems.

Strategic Decision-making Assignments

Indicator Description:

Assignments throughout the MBA courses will be assessed using a common rubric on four skills: 1) perform environmental scanning; 2) identify and retrieve needed and relevant business information; 3) integrate and synthesize strategic information; and 4) generate plausible and innovative solutions to problems. Students receive scores ranging from 1 to 5, with 1 = emerging skill and 5 = mastery of skill.

Criterion Description:

At least 80% of sampled students should answer at least 80% of the questions correctly for each of the four strategic decision-making skills.

Findings Description:

As shown in the table below, more than 80% of students answered at least 80% of the questions correctly for each of the 4 strategic decision making skills.

Learning objective being assessed: strategic decision making. To exhibit strategic decision making, students will …

1. Perform environmental scanning necessary for strategic decisions.

2. Identify and retrieve needed and relevant business information effectively and efficiently.

3. Integrate and synthesize strategic information in competitive analysis.

4. Generate plausible and innovative solutions to problems

Each sub learning objective (LO1, LO2, LO3, LO4) listed above will be assessed via embedded exam questions in MGMT 5390. Each student will be rated as meeting expectation for an LO if they answer 80% of the associated questions for that LO correctly. Students who answer 90% of the questions correctly will be rated as exceeded expectations. Success for the LO will be defined as at least 80% of students meeting or exceeding expectations.

Learning objective (listed above)	Method of assessment: exam-embedded questions. List the **number of questions** employed	Number[*] of students **not meeting expectations** (< 80% correct or other criterion)	Number of students **meeting but not exceeding expectations** (80 – 89% correct)	Number of students **exceeding expectations** (90% or higher correct)	**Total** number of students assessed (sum of 3 previous columns)	**Percent of students who met or exceeded expectations** (column 4 +column 5)/column 6
1	16	2	8	18	28	92%
2	9	5	9	14	28	82%
3	14		2	26	28	100%
4	25	5	11	12	28	82%

Attached Files

📄 MBA strategic decision making assessment reporting form.docx

Strategic Decision- making Assignments

Action Description:

Due to changes in the timing structure of the assessment procedures within COBA, data was collected late (summer 2023). It will be analyzed in the fall so that curricular adjustments can be made in the spring. The next round of data collection will be fall 2024.

Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Closing Summary

The hiring of a new Dean over the summer is leading to a vast array of changes across the college, including the assessment process. Under the Dean's direction the college is finalizing its hiring of a new assistant Dean who will be charged with managing the assessment process for all academic programs, including the MBA program. This year's assessment of the MBA program should resemble recent efforts as the new assistant dean eases into adjusting the process including transferring oversight of MBA assessments to a faculty member actively teaching in the MBA program. Changes in the process will be documented over the year but results from the assessment activities will continue with the results reported as normal.

Update of Progress to the Previous Cycle's PCI:

Due to changes in the timing structure of the assessment procedures within COBA, data was collected late (summer 2023). It will be analyzed in the fall so that curricular adjustments can be made in the spring. The next round of data collection will be fall 2024.

New Plan for Continuous Improvement Item

Closing Summary:

While the goals will likely remain the same, the task of analyzing the data from the assessment of those goals will now fall to the Graduate Faculty Committee. We are currently seeking a volunteer to take the lead on the data collection, but until one is selected, this role will remain with the Assistant Dean (potentially transferring to the soon to be hired new Associate Dean.)