

Business Administration MBA
Assessment Plan Summary

Business Administration MBA

Leadership Development

Goal Description:

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

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

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.

RELATED ITEM LEVEL 2

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:

The average score on each of the four written communication skills should be at least 3.75 out of 5 (75%) for all MBA students

Findings Description:

92 students were assessed on communication - 64 in three online classes and 28 in three face to face classes. The average score on each learning objective skill for all MBA students was above 3.75. However, when comparing scores from online classes with scores from face to face classes, the face-to-face students scored less than 3.75 on skill 2-mechanics or writing. The differences between the average scores for online students and face-to-face students were negligible on all four skills.

RELATED ITEM LEVEL 3

Written Communication Action

Action Description:

The MBA assessment committee will meet with the new Associate Dean to discuss ways to improve student writing skills and determine if any adjustments are needed to produce a more robust assessment process. Online tutorials have been developed to assist students with mechanics or writing, and these are currently available for student use through a newly-created Blackboard Resource Page.

RELATED ITEM LEVEL 1

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.

RELATED ITEM LEVEL 2

Critical Thinking Writing Assignments

Indicator Description:

Written 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:

Results for 18 students from two face-to-face classes and 25 students from one online class are available. The average score on each learning objective skill was above 3.75 for the eight students in one of the face-to-face classes and for the online class. The average was 3.5 for six of the seven learning objectives (objective 2 through 7) for the ten students in the second face-to-face class. Given the great

disparity between the results from this class and the online section, results generated by the same instructor, is likely due a statistical aberration given the small sample size.

RELATED ITEM LEVEL 3

Critical Thinking Action

Action Description:

The MBA assessment committee will meet with the new Associate Dean to discuss ways to improve student critical thinking skills and determine if any adjustments are needed to produce a more robust assessment process.

RELATED ITEM LEVEL 1

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.

RELATED ITEM LEVEL 2

Strategic Decision-making Writing Assignments

Indicator Description:

Written 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:

The average score on each of the four strategic decision-making skills should be at least 3.75 out of 5 (75%) for all MBA students.

Findings Description:

87 students were assessed on strategic decision making - 79 in three online classes and 8 in one face to face class. The average score on learning objectives 1, 2, and 3 as below 3.75 and the average score was slightly above 3.75. There was a marginally higher average for the face-to-face student scores in comparison to the average online scores.

RELATED ITEM LEVEL 3

Strategic Decision-Making Action

Action Description:

The MBA assessment committee will meet with the new Associate Dean to discuss ways to improve student strategic decision-making skills and determine if any adjustments are needed to produce a more robust assessment process.

Update to Previous Cycle's Plan for Continuous Improvement

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

The committee met and revised the rubrics to increase the number of learning objective skills. Communication had 2 skills last year, but has 4 this year. Strategic decision-making had 2 skills last year, but has 4 this year. Critical thinking had 2 skills last year, but has 7 this year. The new rubrics also incorporate a rating scale from 1 to 5, whereas last year the rubrics used a 1 to 3 rating scale. The more detailed rubrics give the assessment committee more information on which particular learning objective skills need improvement. This year the committee will continue to discuss the findings and methods for student improvement.

Update of Progress to the Previous Cycle's PCI:

The MBA assessment committee will meet with the new Associate Dean to discuss ways to create a more robust assessment process that can be used to develop tools used to enhance student learning outcomes.

Plan for Continuous Improvement

Closing Summary:

The new associate dean in charge of assessment will meet with the graduate faculty advisory committee to discuss ways to create a more robust assessment process focused on enhancing student learning outcomes. The associate dean will attend an AACSB seminar covering best practices in assessing business courses and degree programs. Master syllabi from all courses taught within the MBA program will be updated and reviewed to look for common learning outcomes to be strengthened and discover any non-critical outcomes to be eliminated or focus diminished.