|  |  |
| --- | --- |
| **Assurance of Student Learning Report**  **2022-2023** | |
| *Gordon Ford College of Business* | *Master of Business Administration* |
| *057 Master of Business Administration* | |
| *Dana M. Cosby* | |

***Is this an online program***? X Yes  No

|  |  |  |  |
| --- | --- | --- | --- |
| ***Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.*** | | | |
| **Student Learning Outcome 1: The student will achieve competency in business discipline areas.** | | | |
| **Instrument 1** | **ETS Major Fields Exam** | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
|  | | **Met** | **Not Met** |
| **Student Learning Outcome 2: The student will achieve competency in oral communication.** | | | |
| **Instrument 1** | **Graded individual and class presentations.** | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
|  | | **Met** | **Not Met** |
| **Student Learning Outcome 3: The student will achieve competency in written communication.** | | | |
| **Instrument 1** | **Graded case study analysis papers.** | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
|  | | **Met** | **Not Met** |
| **Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)** | | | |
| We have consistently set aspirational goals for our program. We have seen growth and improvement in sub-areas of the ETS; however, we do not believe that it is aligned with our learning outcomes. We have developed a new assessment process with more direct and indirect measures that will inform our continuous improvement process in a more direct way. Our students have consistently performed well against the oral and written communication. | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Student Learning Outcome 1** | | | | | | | |
| **Student Learning Outcome** | The student will achieve competency in the business discipline areas. | | | | | | |
| **Measurement Instrument 1** | **NOTE: Each student learning outcome should have at least one direct measure of student learning. Indirect measures are not required.**  Students are required to complete the ETS Field Exam. (Nationally-normed business field test, direct measure). | | | | | | |
| **Criteria for Student Success** | Students are expected to perform at or above the 50th percentile on each testing area of the exam. | | | | | | |
| **Program Success Target for this Measurement** | | | 80% of students | | **Percent of Program Achieving Target** | 60% of students scored at or above the 50th percentile. | |
| **Methods** | **All students tested using the ETS Major Fields Exam, MBA form, in a proctored environment.** | | | | | | |
| **Measurement Instrument 2** | **Graded individual presentations.** | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | | **80% of students** | | **Percent of Program Achieving Target** | | **100%** | |
| **Methods** |  | | | | | | |
| **Measurement Instrument 3** | **Graded written case studies.** | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | | **80% of students will achieve score of Competent or above.** | | **Percent of Program Achieving Target** | | **100%** | |
| **Methods** |  | | | | | | |
| **Based on your results, highlight whether the program met the goal Student Learning Outcome 1.** | | | | | | **Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions for program improvement. The actions should include a timeline.) | | | | | | | |
| Our program has undergone curricular changes and we need to re-evaluate our assessment data. We are redesigning the assessment process to align more closely with learning outcomes rather than the more general discipline knowledge outcome. | | | | | | | |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) | | | | | | | |
| We followed up on last year’s results by looking a growth/improvement on a detailed item analysis report. Assessment results did show improvement on several of the concepts identified (and countermeasured) from 21-22. We will implement the resdesigned portfolio-based approach of evaluations beginning in Fall 2023 as we roll out the stackable MBA. | | | | | | | |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | | |
| . | | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Student Learning Outcome 2** | | | | | | | |
| **Student Learning Outcome** | **The student will achieve competency in oral communication.** | | | | | | |
| **Measurement Instrument 1** | **Students will deliver a professional presentation on an assigned proposal, case, or discipline specific project.** | | | | | | |
| **Criteria for Student Success** | Students must score “Meets Objectives” for the assignment on 80% of criteria. | | | | | | |
| **Program Success Target for this Measurement** | | | 80% of our students must score 80% or better. | | **Percent of Program Achieving Target** | 90% | |
| **Methods** | Recorded samples were gathered from sections of Organizational Behavior and evaluated using a program rubric for Oral Communication. | | | | | | |
| **Measurement Instrument 2** |  | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | |  | | **Percent of Program Achieving Target** | |  | |
| **Methods** |  | | | | | | |
| **Measurement Instrument 3** |  | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | |  | | **Percent of Program Achieving Target** | |  | |
| **Methods** |  | | | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.** | | | | | | **Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) | | | | | | | |
| To improve the program, we will implement a portfolio-type approach to collecting this kind of assignment data so we can develop enhanced expectations for this learning outcome. | | | | | | | |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) | | | | | | | |
| We will introduce the portfolio collection of data during 23-24, and evaluate reults in Summer 2024. | | | | | | | |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | | |
| We will evaluate this outcome Summer 2024. | | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Student Learning Outcome 3** | | | | | | | |
| **Student Learning Outcome** | **The student will achieve competency in written communication** | | | | | | |
| **Measurement Instrument 1** | **Case study analysis papers.** | | | | | | |
| **Criteria for Student Success** | Sampled students will score “Meets Objectives” on 80% of the grading rubric. | | | | | | |
| **Program Success Target for this Measurement** | | | 80% of students will meet criteria for student success. | | **Percent of Program Achieving Target** | 85% | |
| **Methods** | Sample cases were gathered from the Business Strategy course for evaluation. | | | | | | |
| **Measurement Instrument 2** |  | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | |  | | **Percent of Program Achieving Target** | |  | |
| **Methods** |  | | | | | | |
| **Measurement Instrument 3** |  | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | |  | | **Percent of Program Achieving Target** | |  | |
| **Methods** |  | | | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.** | | | | | | **X Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions for program improvement. The actions should include a timeline.) | | | | | | | |
|  | | | | | | | |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) | | | | | | | |
|  | | | | | | | |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | | |
| Summer 2024 | | | | | | | |

**\*\*\* Please include Curriculum Map (below/next page) as part of this document**

***Gordon Ford College of Business***

***MBA Program (July 2021 dmc)***

|  |  |  |
| --- | --- | --- |
|  | ***Department Outcome/Goal:*** | ***College Outcome/Goal:*** |
| ***PLO 1:*** | MBA graduates will demonstrate understanding of knowledge in relevant business disciplines | Discipline Knowledge |
| ***PLO 2:*** | Graduates will effectively analyze business data using modern techniques and tools and generate effective solutions to organizational problems | Qualitative Reasoning |
| ***PLO 3:*** | Graduates will effectively analyze business data using modern techniques, present quantitative data and analysis and communicate in an effective manner. | Quantitative Reasoning |
| ***PLO 4:*** | Graduates will be able to effectively communicate with others on a project, in a team environment by using the appropriate written and/or oral communications | Teamwork/Communication |
| ***PLO 5:*** |  |  |
| ***PLO 6:*** |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | *BA 510*  *Adv Org Behavior* | *BA 511*  *Micro-Econ* | *BA 513*  *Cont*  *Data Anayltics* | *BA 515*  *Managerial*  *Accounting* | *BA 517*  *Advanced Marketing* | *BA 519*  *Managerial*  *Finance* | *BA 590*  *Strategy* |
| *PLO 1:* | I, D | I, D | I, D | I, D | I, D | I, D | D, M |
| *PLO 2:* | D | D |  |  | D |  | M |
| *PLO 3:* |  | D | D | D |  | D | M |
| *PLO 4:* | D |  | D |  | D |  | D, M |
|  |  |  |  |  |  |  |  |

***Curriculum Map Matrix***

***Curriculum Map Matrix (Concentrations)***

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *BA*  *579* | *BA*  *583* | *BA*  *584* | *BDAN*  *515* | *BDAN517* | *BDAN519* | *CYSA*  *520* | *CYSA*  *522* | *CYSA*  *524* | *AMS*  *540* | *AMS*  *580* | *AMS*  *594* |
| *PLO 1:* | *I,D* | *I,D* | *I, D* | *D* | *D* | *D* | *D* | *D* | *D* | *I, D* | *I, D* | *I, D* |
| *PLO 2:* |  | *D* | *D* |  |  |  | *D* |  |  | *D* | *D* | *D* |
| *PLO 3:* | *D* | *D* |  |  |  |  |  |  |  | *D* | *D* | *D* |