|  |
| --- |
| **Assurance of Student Learning****2020-2021** |
| Gordon Ford College of Business | Master of Business Administration |
| 057 |

|  |
| --- |
| **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 Field Exam** |
| **Instrument 2** |  |
| **Instrument 3** |  |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.** | **Met** | **Not Met** |
| **Student Learning Outcome 2: The student will achieve competency in oral communication.** |
| **Instrument 1** | **Graded team presentations** |
| **Instrument 2** |  |
| **Instrument 3** |  |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.** | **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** |  |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.** | **Met** | **Not Met** |
| **Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)**  |
|  |

|  |
| --- |
| **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** | 61% |
| **Methods**  | Students are required to complete the ETS Field Exam during the Capstone course, taken in the last semester of the program. Students for this period completed this text in a proctored environment, using a computer-based format. |
| **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 1.** | **Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) |
| The Exam results indicated need for a curriculum review for Accounting and Finance courses. We analyzed the specific questions/content on the exam for alignment with our curriculum. The WKU MBA Faculty team will work to integrate concepts not covered for integration. |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) |
| Results will be compared to Summer 2021 ETS results to gage improvement in these areas. |

|  |
| --- |
| **Student Learning Outcome 2** |
| **Student Learning Outcome**  | **The student will achieve competency in oral communication.** |
| **Measurement Instrument 1** | **NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required.** |
| **Criteria for Student Success** | Students will successfully complete a professional business presentation, demonstrating appropriate oral communication techniques (preparedness, voice quality, polished body language) supported with high quality visual aids. |
| **Program Success Target for this Measurement** | Score of 80% or better | **Percent of Program Achieving Target** | 100% |
| **Methods**  | **Students are required to work in teams, complete a team assignment, and make a formal presentation 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 2.** | **Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions planned 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.) |
|  |

|  |
| --- |
| **Student Learning Outcome 3** |
| **Student Learning Outcome**  | **The student will achieve competency in written communication.** |
| **Measurement Instrument 1** | **NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required.** |
| **Criteria for Student Success** | Students case analysis papers. |
| **Program Success Target for this Measurement** | Students will demonstrate written communication competency by scoring 80% on case analysis papers in BA 590 Strategy course. | **Percent of Program Achieving Target** | 80% |
| **Methods**  | Students prepare a case analysis paper on an assigned topic. To successfully complete the assignment, the student must research and analyze the topic and prepare a cohesive written analysis. Evaluation of the assignment includes structure, content, and documentation. |
| **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.** | **Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions planned 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.) |
|  |