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| **Assurance of Student Learning Report**  **2021-2022** | |
| *Gordon Ford College of Business* | *Master of Business Administration* |
| *057 Master of Business Administration* | |
| *Leanne Coder* | |

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

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| ***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.)** | | | |
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| **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** | 50% 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** |  | | | | | | |
| **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, 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.) | | | | | | | |
| We started the process of curriculum review last year to identify the gaps in topics coverage. We made some adjustments in the Finance curriculum and have noted some improvements. Our MBA faculty will meet in August (2022) at our school year kick-off and will review gaps for topic integration. We also have noted deficiencies in Operations Management. The decision was made several years ago to remove the Operations class. We will discuss this at our Graduate Faculty kick-off meeting as an area of concern, particularly the impact on strategic integration measures. | | | | | | | |
| **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. The results of the assessment did show improvement on several of the concepts identified (and countermeasured) from 20-21; however, we did see some decline in other concepts. | | | | | | | |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | | |
| We will assess this outcome in Summer 2024. | | | | | | | |

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| **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 introduce the portfolio collection of data during 22-23, and evaluate reults in Summer 2023. | | | | | | | |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | | |
| We will evaluate this outcome Summer 2023. | | | | | | | |

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| **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.** | | | | | | **Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions for program improvement. The actions should include a timeline.) | | | | | | | |
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| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) | | | | | | | |
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| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | | |
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**\*\*\* Please include Curriculum Map (below/next page) as part of this document**

***Gordon Ford College of Business***

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

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|  | ***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:*** |  |  |

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|  | *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 |
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***Curriculum Map Matrix***

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

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|  | *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* |