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| **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

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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.)**  |
| 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. |

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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** | 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) |
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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 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. |

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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.** | **[ ] X 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) |
| Summer 2024 |

**\*\*\* 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* |