

Assessment: Program Four Column



Program - Master of Business Administration

College or Division: Education and Professional Studies & Rio Grande College

Department: Business Administration

Assessment Coordinator: Dr. William Green & Dr. Terry Carson

Statement of Purpose: The Master of Business Administration program is a strategically designed program to prepare individuals to deal with the more advanced knowledge associated with all aspects of the complex and competitive world of business enterprises. The departments recognize that students pursuing the MBA must gain more advanced levels of knowledge associated with the greater demands of their careers within corporations and government agencies of all sizes. The MBA programs strive to impart the latest organizational knowledge and perspectives and do so in keeping with the broader mission of the university.

Annual Updates

2018 - 2019

Evidence of Improvement from Previous Assessment Cycle: During the 2018 SACSCOC Accreditation process, SRSU was directed to review the thirteen different degree plans for the same subjects that are offered at our campuses and combine each of the thirteen into one for the entire university. Therefore, the MBA offered at the off-site campuses and the MBA offered in Alpine were merged. Comparative data from 2017-2018 for this new degree plan are not available. However, key accomplishments for the 2018-2019 academic year include the fact that targets were met for all three student learning outcomes. Students demonstrated that they could analyze and solve complex business problems across major business functions using advanced business practices and strategies, that they could communicate in-depth business information in writing, and that they could identify and demonstrate advanced understanding of the impact of ethical and/or social responsibility issues as they affect domestic and/or global business environments.

<i>Student Learning Outcomes</i>	<i>Assessment Methods</i>	<i>Results</i>	<i>Use of Results</i>
SLO 1 - Students will analyze and solve complex business problems across major business functions, using advanced business practices and strategies Outcome Status: Active Planned Assessment Cycle: 2018 - 2019	Project - 1a. Faculty will apply rubric to students' responses to integrative cases and/or problems to assess their ability to solve business problems and make logic based business decisions. Course for assessment – FIN 5306 or FINA 5306 Seminar in Financial Mgmt.	Reporting Period: 2018 - 2019 Conclusion: Target Met All students in FINA 5306 SRSU Middle Rio Grande scored 80% or above on the integrative case. FIN 5306 - Thirteen (13) MBA students took this course during the assessment cycle and all (100%) earned a score of 90% or higher on the assigned metric for the SLO. Specifically, a case - Toys R Us - was assigned with the intent to require in-depth financial analysis. (05/26/2019)	Use of Results: We will have a new faculty member teaching FINA 5306 for the next assessment cycle. Faculty will meet Fall 2019 to discuss and refine and/or replace the case study used in the previous assessment cycle. For FIN 5306, the assignment is a great way to apply the financial information

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	<p>Target: 1a. Mean student score of 80% on rubric</p> <p>Exam/Quiz - In Course - 1b. Faculty will score a comprehensive Exam developed covering major business functions. Not a final exam. Target: 1b. Mean student score of 70% on exam.</p>	<p>Reporting Period: 2018 - 2019 Conclusion: Target Met Only one (1) MBA student at SRSU Middle Rio Grande took the comprehensive exam at Middle Rio Grande campus and score over 70% on the exam. Over the course of the 2018-2019 academic year, there were three administrations of the comprehensive exam at the Alpine campus. A total of thirteen (13) MBA students took the exam and 12/13 (92%) passed at or above the cut score. The average (mean) score across all thirteen was 78%. (05/26/2019)</p>	<p>reviewed and measures how well the students can apply to the “real-world” in business. The assignment (Toys R Us) required a write-up on the company and an analysis of the financial data to determine why the company filed for bankruptcy. The case shall be used in future courses as appropriate. (05/26/2019)</p> <p>Use of Results: Spring 2019 was the first semester we used this version of the comprehensive exam for assessment purposes. We will use the same exam Spring 2020 and evaluate the exam with a larger student population. A more integrative comprehensive exam is being considered that will enable at least most, if not all, functional areas across both campuses to see a more common and fully aligned comprehensive exam. However, it is not reasonable to expect that an exam that is an exact replica at both campuses will be forthcoming. The nature of course content; textbooks used; emphasis placed and so forth make the idea of such an exam desirable but the practicality of working toward that goal will be tedious at best. (05/26/2019)</p>
<p>SLO 2 - Students will communicate in-depth business information through written delivery processes Outcome Status: Active</p>	<p>Written Assignment - 2a. Faculty will use a rubric to evaluate a written assignment on business in GBUS 5301.</p>	<p>Reporting Period: 2018 - 2019 Conclusion: Target Met The mean score for all students in GBUS 5301 at the SRSU Middle Rio Grande campus score 80% or above on the</p>	<p>Use of Results: The written business research assignment used in this assessment cycle was recently developed by business</p>

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<p>Planned Assessment Cycle: 2018 - 2019</p>	<p>Bus. Research & Reporting. Target: 2a. Mean student score of 80% on rubric.</p> <p>Written Assignment - 2b. Faculty will use a rubric to evaluate a written assignment. Seminar in Marketing MKT 5305. Target: 2b. Mean student score of 80% on rubric</p>	<p>written business research assignment. (05/26/2019)</p> <p>Reporting Period: 2018 - 2019 Conclusion: Target Met The score for students in MKT 5305 (Seminar in Marketing) all surpassed the 80% cut score. There were multiple written assignments across a wide range of areas. These did not lend themselves to a common rubric but did show that, regardless of metric used, the students written work was more than satisfactory. (05/26/2019)</p>	<p>faculty and we are generally pleased with the efficacy of the assignment and will continue to use this assignment for the next assessment cycle. It will be an improvement if, once again, both campuses might work toward more of a common array of metrics such that rubrics for evaluative purposes can be applied. However, this is not entirely practical as the courses used for measurement purposes are not similar in content and/or focus. (05/26/2019)</p> <p>Use of Results: As indicated, every attempt will be made to more fully integrate metrics and rubrics where the two mission critical communication components (oral & written) are appropriately assessed with the courses being used as assignments. This speaks to the fact that early stages of the alignment with RGC are critical in compiling results and finding more common ground and avoiding duplication across areas. (05/26/2019)</p>
<p>SLO 3 - Students will identify and demonstrate advanced understanding of the impact of ethical and/or social responsibility issues as they affect domestic and/or global business environments Outcome Status: Active Planned Assessment Cycle: 2018 - 2019</p>	<p>Project - 3a. Faculty will use a rubric to assess a student's response to integrative cases or assignments to assess advanced understanding of contemporary ethical and/or social responsibility issues affecting business enterprises. Seminar in Management MGT 5304 or MGMT 5304</p>	<p>Reporting Period: 2018 - 2019 Conclusion: Target Met All students in MGMT 5304 at SRSU Middle Grande scored 80% or above on the contemporary ethical case assignment for this assessment period. For the MGT 5304 course, there was one assignment that addressed social responsibility and an in-class exercise that explored the same. All students exceeded the 80% cut score but the rubric for the written exercise was more objective as the in-class exercise, by its</p>	<p>Use of Results: Faculty will meet Fall 2019 to evaluate case assignment for the next assessment cycle. Contemporary cases and social responsibility issues are fluid and students respond to and become involved with issues that are "in the news." Adding to the usage statement</p>

<i>Student Learning Outcomes</i>	<i>Assessment Methods</i>	<i>Results</i>	<i>Use of Results</i>
	<p>Target: 3a. Mean student score of 80% on rubric</p>	<p>nature was more subjective. (05/27/2019)</p>	<p>from RGC is the notion that faculty from both institutions will go over and attempt to update both the application of and the appropriate meanings attached to ethics and social responsibility in today's business environment. The relatively new phrase in the business vernacular of the so called - triple bottom line - will be part of this discussion. (05/27/2019)</p>
	<p>Presentation/Performance - 3b. Faculty will use a rubric to assess students' responses to integrative cases or assignments to assess advanced understanding of contemporary ethical and/or social responsibility issues affecting business enterprises. Accounting for Management ACC 5307 or ACCT 5307</p> <p>Target: 3b. Mean student score of 80% on rubric.</p>	<p>Reporting Period: 2018 - 2019 Conclusion: Target Met All students in ACCT 5307 at SRSU Middle Rio Grande scored 80% or above on the social responsibility case for this assessment cycle. For ACC 5307, a total of 27 MBA students took the course over the 2018-2019 assessment cycle. 23/27 (85%) met or surpassed the cut score of 80% on the ethics/social responsibility. A case study - Radio Shack - was used as the metric for this purpose. (05/27/2019)</p>	<p>Use of Results: SRSU Middle Rio Grande will have a new faculty member teaching ACCT 5307 beginning Fall 2019. Faculty will meet Fall 2019 and evaluate the current case used for this assessment. As to the case used in ACC 5307, the Radio Shack assignment called for analysis of the unethical behavior of the CEO and how his behavior affected the company and its stock value. This case is a good review of how the actions of the CEO affect the organization. Consideration in the fall meeting will be taken up as to the possible use of the same or quite similar case for purposes of assessment. Further, as noted, a more clearly developed understanding of what ethics and social responsibility truly mean in today's business environment will be part of this dialogue. (05/27/2019)</p>