

School of Business Administration
MBA Outcomes Assessment Results for Academic Year 2007

A. Goals Statement

Students in the MBA program will develop an understanding of business philosophy, and of current business tools and methodologies used in business analysis. They will acquire knowledge of current business practices, and how technology is used to facilitate business operations. Their preparation at New Mexico Highlands University will enable them to work in a wide variety of fields using the business knowledge, research skills, organizational abilities, and writing competencies attained in their course work.

B. Intended Outcomes for the Master's in Business Administration:

Upon completion of the MBA, students will be able to demonstrate proficiency in 1, below, or 1 plus one of 2-5.

1. Outcomes from the MBA core

- a. Demonstrate a comprehension of the fundamental processes of business analysis.

Criterion measure: 90 % of MBA students will score at the 80% level in comprehensive projects in MBA core classes, demonstrating a grasp of fundamental business analysis tools.

Implementation: MBA Core Classes provide a measure of outcomes on a maximum of four dimensions: functional content knowledge, critical analysis skills, presentation skills, and writing skills.

- b. Synthesize the tools of business into a comprehensive business case analysis using appropriate content, methodologies, and format.

Criterion measure: 90% of MBA students will successfully complete an individual comprehensive case analysis or field project using APA style guidelines.

Implementation: Students completing the capstone business analysis requirement will submit their projects to their graduate committee for evaluation.

Results: 100% of the twenty four students completing their business cases used the APA style successfully.

For the self-study year, twenty four students successfully defended their business case analysis. This translates to a completion percentage of 63%, which is an improvement over 2000 completion rates of approximately 33%.

- c. Successfully complete a formal presentation of the business analysis.

Criterion measure: 100% of MBA students completing the business analysis measure will successfully present their analysis in an oral examination.

Implementation: Students completing the capstone business analysis requirement will schedule an oral examination during their graduating semester. The oral examination form and attached rating sheets provide documentation of successful completion of the oral presentation. The Graduate Committee will summarize graduation results annually (summer).

Results: 100% of students presenting their cases have done so successfully.

Table 4: Oral Examination Rating Summaries

**Oral Examination Rating Summaries
MBA candidates 2006-2007**

	1	2	3	4	5
Command of English	49 68.06%	14 19.44%	5 6.94%	1 1.39%	
Command of Subject Matter	35 48.61%	33 45.83%	9 12.50%	1 1.39%	
Application of Subject Matter	20 27.78%	33 45.83%	10 13.89%	4 5.56%	
Use of Relevant Factors	27 37.50%	29 40.28%	10 13.89%	3 4.17%	
Consistency of Thinking	26 36.11%	23 31.94%	9 12.50%	2 2.78%	
Knowledge of Literature	26 36.11%	33 45.83%	8 11.11%	0.00%	

Oral Evaluation Rating forms indicate that 94% of the graduating students scored a 3 or higher on their oral defense (Scores are reversed: 1=highest score, 5=lowest). Students met the criterion.

2. Outcome from the MBA with a Concentration in Human Resources Management.

- a. Analyze a Human Resources Management Case or project

Criterion Measure: 90% of students will score at the 80% level in all master's comprehensive projects.

Implementation: Summary Scores on at least 2 of 5 courses will be provided by professors in HR classes annually.

Results: of 25 students, the course, 80% met the criterion for Critical Thinking Skills assessed by article review and postings. 91% met the criterion for Functional knowledge and application skills, measured by midterm and final papers.

3. Outcome from the MBA with a Concentration in Government and Not-for-Profit Financial Management.

- a. Analyze and be able to interpret a governmental budgeting case. These scores will be gathered annually

Results: 70% of the students in Governmental Accounting scored above the criterion. These results show that students are meeting the measure.

4. Outcome from the MBA with a Concentration in International Business.

- a. Complete an international business case and present the case analysis to the class.
- b. These scores will be analyzed annually

Results: International Business 540: 75% of the students met the criterion measure, indicating that students are not meeting the criterion. In this course, the faculty member reviewed materials from the course in order to improve outcomes for this measure.