

**New Mexico Highlands University
School of Business
Outcomes Assessment
For BBA Programs**

A. Overview

The School of Business has identified three goals common to all Concentrations within the School of Business. In addition, the School of Business has further identified at least one goal specific to each Concentration: Accounting, Finance, Management, Management Information Systems, International Business, and Marketing. This document addresses outcomes measures common to all Concentrations, and then addresses goals within each Concentration separately.

B. Statements of Intended Student Outcomes

The School of Business implemented the following assessment procedure. Student outcomes will be measured for all Business students in 1, below. Then, student outcomes by Concentration will be measured in 2-6, below.

1. Common Outcomes for School of Business Graduates

- a. School of Business graduates will be proficient at oral and written communications skills.**

Relationship to University Mission:

“Quality, Learning Centered education”

“Integrating education, research, public service, and economic development”

Criterion 1: 75% of our students will score a 70% or better in presentation courses.

Implementation: In 2007 students completed presentations in Marketing Research and Strategic Management Courses

Presentation Scores are as follows:

Marketing Research Presentations, fall 2006.

b. School of Business students will be able to work proficiently in a team or group.

Criterion 1: 75% of student groups will score at or above 70% overall in a group project. Successful completion of the group project provides one measure of success for group work.

Implementation: Group grades were summarized annually for the following classes:

Management 489: Strategic Management

Marketing 411: Marketing Research project grades for both fall and spring were as follows:

| Fall 06 | Comparison of Small Business Philanthropic Activity | | |
|-----------|--|--------------|---------------|
| | Location | Presentation | Project Grade |
| Group 1 | Las Vegas | 28 | 95 |
| Group 2 | Las Vegas | 10 | 50 |
| Group 3 | Rio Rancho | 28 | 95 |
| Group 4 | Raton | 24 | 85 |
| Group 5 | Farmington | 26 | 90 |
| Spring 07 | Analysis of Work Attitudes in Las Vegas NM | | |
| | Group | Presentation | |
| Group 1 | Employees | 24 | 95 |
| Group 2 | HS Students | 24 | 90 |
| Group 3 | College Students | 24 | 95 |
| Group 4 | Employers | 28 | 90 |
| | | 216 | 785 |
| | Presentation Mean | 24 | |
| | | Project Mean | 87.22222222 |

Results of the analysis above indicate students met the standard in the Marketing Research class.

Criterion 2: 75% of students who participate in groups will rate the group experience as positive.

Implementation: Group rating forms will be collected at the end of the group projects, and rating forms will be summarized and reported to the Outcomes Assessment committee annually.

Results: for the Marketing 411 class, students indicated that they were satisfied with their group experiences.

c. **School of Business graduates will have critical thinking and analytical skills.**

Relationship to University Mission: “students...educated in analytical and critical thought.”

Criterion 1: 90% of alumni will indicate that critical analysis skills were enhanced ‘somewhat’ or better. 50% of alumni will indicate that critical analysis skills were enhanced ‘quite a bit’ or better.

Results: In 2006 alumni surveys were sent to graduates. Only nine business graduates sent in their surveys. Of these, four students indicate that they felt adequately prepared to enter the workforce. Five students would not change any aspect of their degree program. The survey didn’t specifically ask students if they thought their critical thinking skills were enhanced quite a bit, or better. These results indicate that approximately half of the students felt inadequately prepared to enter the workforce.

Criterion 2: 75% of students will score at the 70% level in the capstone project for their discipline. Attachment 4 provides a rating sheet for faculty assessment of critical thinking within the discipline.

2. **Student Outcomes for the Management Concentration**

a. **Management Concentrations will possess strong content knowledge of Management concepts and theories.**

Criterion 1: 75% of management Concentrations will score above the 50th percentile in the Concentration Field Achievement Test (MFAT).

Implementation: Results of MFAT scores will be evaluated by discipline and summarized annually.

Implementation: trend data from 2002-2006 indicated that NMHU students are not meeting this criterion.

b. Management graduates will be able to critically analyze Management information

Criterion 1: 75% of management students will score at or above 70% on management problems or cases.

Implementation: Two courses will be selected annually from key professional classes, including Human Resources Management, Organizational Leadership, Personnel Practices and the Law, Business Ethics. Either cases or exams will be used to assess this criterion.

3. Student Outcomes for the Accounting Concentration

c. Accounting Concentrations will possess strong content knowledge of Accounting concepts and theories

Criterion 1: 75% of Accounting Concentrations will score above the 50th percentile in the Concentration Field Achievement Test (MFAT).

Implementation: Results of MFAT scores will be evaluated by discipline and summarized annually.

Results of MFAT trend data from 2002-2006 indicate that NMHU students are not meeting this criterion.

d. Accounting graduates will be able to critically analyze Accounting information

Criterion 1: 75% of accounting students will score at or above 70% on accounting problems or cases.

Implementation: Two courses will be selected annually from key professional classes, including Intermediate I, II, III, Cost Accounting, Auditing, or Tax. Either midterm or final grades will be statistically summarized by question.

Results:

A. Accounting 301, Cost Accounting results indicate that averages for both midterm and final grades was a 76%, indicating that students met the criterion.

B. Accounting 489, Governmental Accounting results indicate that course averages were 76% indicating that students met the criterion.

4. Student Outcomes for the Marketing Concentration

a. **Marketing Concentrations will possess strong content knowledge of Marketing concepts and theories**

Criterion 1: 75% of Marketing Concentrations will score above the 50th percentile in the Concentration Field Achievement Test (MFAT).

Implementation: Results of MFAT scores will be evaluated by discipline and summarized annually.

Results of trend data on the MFAT in marketing indicate that students do not meet this criterion.

b. **Marketing graduates will be able to critically analyze Marketing information and successfully complete a marketing analysis**

Criterion 1: 75% of marketing students will score at or above 70% on marketing analysis activities.

Implementation: Two courses will be selected annually from key professional classes, including, Marketing Management, Advertising, International Marketing, or E-Commerce. Results on case projects will be graded and summarized using the Marketing Plan.

Results

A. Marketing 320, Personal Selling indicate that of six students participating the Personal Selling class, grades on the comprehensive project, which involved planning and

executing a sales project for the NMHU Summer Celebration Run, ranged as follows:

50% of the students scored above 90%
33 % of the students scored above 80%
17% of the students scored above 70%

83% of the students completing the comprehensive project met the criterion.

B. Marketing 451/551 Internet Marketing Strategies

indicate that of 10 students completing comprehensive marketing plans, grade distribution was as follows;

A=5
B=3
F=2

80% of the students completed the comprehensive project successfully, indicating that students met this criterion.

5. Student Outcomes for the Finance Concentration

a. Finance Concentrations will possess strong content knowledge of Finance concepts and theories

Criterion 1: 75% of Finance Concentrations will score above the 50th percentile in the Concentration Field Achievement Test (MFAT).

Implementation: Results of MFAT scores will be evaluated by discipline and summarized annually for the Finance and the Quantitative Business Analysis areas.

Results of trend data from 2002-2006 indicate that Students are not meeting this criterion.

b. Finance graduates will be able to critically analyze Finance information and successfully complete a financial analysis

Criterion 1: 75% of finance students will score at or above 70% on financial analysis, capital budgeting, monetary policy, or capital formation applications.

Implementation: Two courses will be selected annually from key professional classes, such as Investments, Real Estate Investments, Money and Banking, or International Finance. Results on case studies, midterms, or final examinations will be graded and summarized. Results will be reported to the School of Business Annually.

Results

A. Fin 410 results indicate that the average scores on quiz one was a 70%. Half of the class (6 students) scored below a 70% indicating that the students did not meet the criterion. The professor went back, covered material again, and continued with the class. Scores for quiz two ranged from 70-97% indicating that for quiz two, the students met the criterion.

6. Student Outcomes for the Management Information Systems Concentration.

MIS Concentrations will be able to critically analyze information systems and will successfully completion a systems analysis.

Criterion 1: 75% of MIS Concentrations will score at or above 70% on information systems case projects.

Implementation: Two courses will be selected annually from key professional classes, such as systems analysis, project management, Web Authoring, or others. Results on case studies, midterms, or final examinations will be graded and summarized. Results will be reported to the School of Business Annually.

8. School of Business Outcomes for the International Business Concentration

- a. International Business graduates will be able to critically analyze International Business information and successfully complete a marketing analysis

Criterion 1: 75% of International Business students will score at or above 70% on marketing analysis activities.

Implementation: Two courses will be selected annually from key International Business or International Marketing classes.

Results indicate that for IntB 440, students met the criteria:

1. Understand international trade and foreign investment >75% of the students met the criterion
2. Understand the economic and political environments facing business >85% of the students met the criterion
3. Discuss the international monetary system, foreign exchange and balance of payments >75% of the students met the criterion
4. Analyze the influence of international organizations and governments on trade > 85% of the students met the criterion.

9. **School of Business Outcomes for Financial Planning Emphasis**

a. Financial Planning graduates will be able to critically analyze financial information and successfully complete a financial analysis

Criterion 1: 75% of International Business students will score at or above 70% on financial analysis activities.

Implementation: Two courses will be selected annually from Financial Planning Classes.

Results

A. Fin 409 results indicate that 60% of the students met the overall class criterion. This is below the stated goal. The course is rigorous and the outcomes model shows that the professor consistently reviewed the course materials for the students.

B. Fin 411 results indicated that only 20%, one student out of 5 met the Criterion. The professor evaluated and reviewed extensively. Test questions were taken from the CFP exam, and since this is the first year of the program, the professor will re-evaluate how these materials are taught and reviewed.