

## **ASSESSMENT REPORT 2014-2015**

### **Business Graduate: Management Concentration**

(Instructional Degree Program)

### **MBA**

(Degree Level)

#### **Program Mission:**

New Mexico Highlands University's Department of Business Administration is committed to the success of our students and to the highest observance of our professional accreditation standards. Our mission is to become the best small school of business in the southwest and to prepare students to be confident, competent, ethical, and responsible business decision-makers, managers, leaders, and agents of economic and social betterment in today's changing global business environment.

#### **Student Learning Outcome 1:**

Management students examine the complexity of managing in diverse workplaces and are able to use management thought to develop a better understanding of motivation.

#### **NMHU Traits Specifically Linked to Student Learning Outcome 1**

- Mastery of Content Knowledge and Skills
- Effective Communication Skills

#### **First Means of Assessment for Outcome 1:**

Scores on final exams in MGMT 664 Organizational Theory. Criterion measure: 70% of students will score 80% or better = meets the outcome.

#### **Summary of Data:**

Number of Students Meeting Criterion:	25	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	25	Percent of Students Meeting Criterion:	100%

#### **Second Means of Assessment for Outcome 1:**

Scores on presentations in MGMT 553 Organizational Leadership. Criterion measure: 70% of students will score 80% or better = meets the outcome.

#### **Summary of Data:**

Number of Students Meeting Criterion:	14	Number of Students Not Meeting Criterion:	4
Total Number of Students Assessed:	18	Percent of Students Meeting Criterion:	77.8%

#### **Interpretation of Results for Outcome 1:**

The number of students meeting criterion in MGMT 553 dropped 5.5% (percent). In MGMT 553 – Organizational Leadership, MBA student results decreased to 77.8% over the prior period, while they are still above the 70% threshold, this small drop could once again represents an increase in rigor to the graduate portion of the class. It is

worth noting, that the MBA students continued to use their leader project analysis to apply their analytical skills and continued to link theory into practice, but maybe it is time to revisit the assessments and include more relevant real world local leaders to introduce a different impact to our MBA students.

### **Student Learning Outcome 2:**

Management students understand how an organization acquires, rewards, motivates, uses, and manages its people effectively.

### **NMHU Traits Specifically Linked to Student Learning Outcome 2**

- Mastery of Content Knowledge and Skills
- Critical and Reflective Thinking Skills

### **First Means of Assessment for Outcome 2:**

Scores on case studies in MGMT 687 Human Resource Management. Criterion measure: 70% of students will score 80% or better = meets the outcome.

### **Summary of Data:**

Number of Students Meeting Criterion:	28	Number of Students Not Meeting Criterion:	2
Total Number of Students Assessed:	30	Percent of Students Meeting Criterion:	93.3%

### **Second Means of Assessment for Outcome 2:**

Scores on final exams in INTB 640 International Business. Criterion measure: 70% of students will score 80% or better = meets the outcome.

### **Summary of Data:**

Number of Students Meeting Criterion:	5	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	5	Percent of Students Meeting Criterion:	100%

### **Interpretation of Results for Outcome 2:**

For Outcome 2, SMOA – INTB 640, the results were similar to those of last year – 100%. A note of caution though is that the sample size was small. Still, the objectives are being consistently met and no further action is necessary. Students in MGMT 687 showed a significant increase in the percentage of students meeting criterion, from 81.6% to 93.3%. This is possibly due to earlier identification of weaknesses in writing mechanics and corrective action being taken earlier in the class.

### **Student Learning Outcome 3:**

Management students understand how to work with moral and ethical dilemmas and make decisions using critical thinking.

### **NMHU Traits Specifically Linked to Student Learning Outcome 3**

- Mastery of Content Knowledge and Skills
- Critical and Reflective Thinking Skills

#### **First Means of Assessment for Outcome 3:**

Scores on exams in MGMT 553 Organizational Leadership. Criterion measure: 70% of students will score 80% or better = meets the outcome.

#### **Summary of Data:**

Number of Students Meeting Criterion:	14	Number of Students Not Meeting Criterion:	4
Total Number of Students Assessed:	18	Percent of Students Meeting Criterion:	77.8%

#### **Second Means of Assessment for Outcome 3:**

Scores on final exam in INTB 640 International Business. Criterion measure: 70% of students will score 80% or better = meets the outcome.

#### **Summary of Data:**

Number of Students Meeting Criterion:	5	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	5	Percent of Students Meeting Criterion:	100%

#### **Interpretation of Results for Outcome 3:**

MGMT 553 saw a large drop of 13.9% to 4 student instead of just 1 student not meeting criterion the last year. In MGMT 553 – Organizational Leadership, student results decreased to 77.8% over the prior period, a change of nearly 14%, this drop represents the need to add a more realistic ethical component to the MBA graduate portion of the class (understanding real ethical dilemmas could be what MBA students crave). INTB 640, the results for this year were again similar to those of last year at 100%. Even though the objectives were being met, a caveat here is that the sample size was small.