

ASSESSMENT REPORT 2014-2015

Business Undergraduate: Management Concentration
(Instructional Degree Program)

BBA
(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 understand and can analyze management issues involved in profession.

NMHU Traits Specifically Linked to Student Learning Outcome 1

- Effective Communication Skills
- Critical and Reflective Thinking Skills

First Means of Assessment for Outcome 1:

Test scores on Ethics or scores from Case Studies in MGMT 364. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

Summary of Data:

Number of Students Meeting Criterion:	66	Number of Students Not Meeting Criterion:	4
Total Number of Students Assessed:	70	Percent of Students Meeting Criterion:	94.3%

Second Means of Assessment for Outcome 1:

Average of midterms and finals in MGMT 386 and MGMT 465. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

Summary of Data:

Number of Students Meeting Criterion:	88	Number of Students Not Meeting Criterion:	9
Total Number of Students Assessed:	97	Percent of Students Meeting Criterion:	90.7%

Interpretation of Results for Outcome 1:

MGMT 364 Organizational Behavior demonstrated a 94.3% score in overview case study of Enron, Dynegy, Worldcom, and the 2008 mortgage meltdown of Lehman Brothers and Countywide and various large banks (Wells Fargo, B of A) to just name a few. While the number is well above the threshold study ethics and acting ethically are two different things thus we should revisit our assessment in order to include more impactful study that would affect the student in a more personal manner and then compare the assessment to this year.

Students in MGMT 465 continued to demonstrate an understanding of the topic at an acceptable level despite interjection of current changes in employment law. Additional updates and changes in the law will be interjected into the course with each new semester.

Student Learning Outcome 2:

Management students understand and are able to apply management theory in solving complex business problems.

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:

Understanding management theories-test scores in MGMT 303. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

Summary of Data

Number of Students Meeting Criterion:	50	Number of Students Not Meeting Criterion:	11
Total Number of Students Assessed:	61	Percent of Students Meeting Criterion:	82%

Second Means of Assessment for Outcome 2:

Understanding Management theories-average of project analysis scores in MGMT 453. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

Summary of Data:

Number of Students Meeting Criterion:	44	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	45	Percent of Students Meeting Criterion:	98.8%

Interpretation of Results for Outcome 2:

The first means of assessment for outcome two was measured in MGMT 303. Students were assessed on their understanding of management theories through tests and in-class discussions. In relation to the prior year (2013- 2014) 84.7% students met the criterion, this year 82% of the students met the criterion. The number of students meeting the criterion shows a decreased from the prior year. Additional case studies and additional readings can help reinforce students' understanding of management concepts.

In MGMT 453 Organizational Leadership, student results of 98.8% is a significant increase which represents that the students are mastering the use their leader project analysis to apply their analytical skills of the leader's behaviors into link into practice. It is worth noting, that students do not only use good leaders in their analysis many choose bad leaders in which they analysis the reverse and negative impact on their followers and organizations.

Student Learning Outcome 3:

Management students can successfully complete a comprehensive project planning problem

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:

Final Project scores in MIS 480-Project Management. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

Summary of Data

Number of Students Meeting Criterion:	46	Number of Students Not Meeting Criterion:	6
Total Number of Students Assessed:	52	Percent of Students Meeting Criterion:	88.5%

Interpretation of Results for Outcome 3:

Our first means of assessment occurred in MIS 480 Project Management and 88.5% of students met this criterion. This is a continuation of successful student performance in line with past performance as reported in previous years. Students are successfully completing the comprehensive planning project in MIS 480 by using knowledge and skills learned in prior management classes. Students appreciated how academic concepts related to 'real world' business scenarios through the meaningful introduction of current-event (developing and developed) real business scenarios.