

## **ASSESSMENT REPORT 2014-2015**

**Business Graduate: Common Core**  
(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:**

MBA graduates understand qualitative and quantitative evaluation and are able to conduct and evaluate business activities by drawing conclusions from the analysis of data.

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

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

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

Scores on exams in MGMT 601 Quantitative Methods. Criterion measure: 70% of students will score 80% or better = meets the outcome.

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

Number of Students Meeting Criterion:	75	Number of Students Not Meeting Criterion:	11
Total Number of Students Assessed:	86	Percent of Students Meeting Criterion:	88.3%

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

Scores the final paper in MGMT 604 Business Research. Criterion measure: 70% of students will score 80% or better = meets the outcome.

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

Number of Students Meeting Criterion:	37	Number of Students Not Meeting Criterion:	9
Total Number of Students Assessed:	46	Percent of Students Meeting Criterion:	80.4%

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

For the first means of assessment in MGMT 601 (Quantitative Methods), the percentage increased 5.4% (from 82.9% last year to 88.3% this year). The increase

shows that our efforts did improve students' qualitative ability. The second means of assessment in MGMT 604 (Business Research Methods) decreased 11.9% (from 92.3% last year to 80.4% this year). The reason is that the writing intensive course asks students to compose research papers. When there are too many students, it will be difficult to cover each student's development. Therefore, we may pay attention on the number of students in the class. Overall, the goal of outcome 1 was reached.

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

MBA graduates understand the process of measuring, analyzing, interpreting, and communicating information for the pursuit of organizational goals. They understand how to produce financial reports, direct investment activities, and develop strategies and plans for the long-term financial goals of an organization.

### **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 final exams in ACCT 606 Managerial Accounting. Criterion measure: 70% of students will score 80% or better = meets the outcome.

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

Number of Students Meeting Criterion:	54	Number of Students Not Meeting Criterion:	9
Total Number of Students Assessed:	63	Percent of Students Meeting Criterion:	85.7%

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

Scores on final exams in FIN 607 Managerial Finance. Criterion measure: 70% of students will score 80% or better = meets the outcome.

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

Number of Students Meeting Criterion:	61	Number of Students Not Meeting Criterion:	15
Total Number of Students Assessed:	76	Percent of Students Meeting Criterion:	80.3%

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

Students have met the criterion measure for the first means of assessment. This is a decrease from the last assessment period of about 13 percentage points (from 98.6% to 85.7%). This indicates that students are able to understand and interpret financial information for use in planning for future organizational goals, but based on the last assessment period could be improved slightly. Even though more students were assessed in 2014-2015, the percentage of students meeting the criterion in FIN 607 Managerial Finance went down by 7.8% points, from 88.1% to 80.3%. This is still an

improvement over 2012-2013 results. Over 80% are able to understand, analyze and interpret financial data.

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

MBA graduates have an understanding of legal rules and ethical constraints that impact business and they possess the ability to apply practical applications in real-world situations. They understand the importance of legal and ethical practices in the marketing of products and services of a business.

### **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 final exams in BLAW 639 Law and Ethics in Business. Criterion measure: 70% of students will score 80% or better = meets the outcome.

### **Summary of Data**

Number of Students Meeting Criterion:	67	Number of Students Not Meeting Criterion:	3
Total Number of Students Assessed:	70	Percent of Students Meeting Criterion:	97.5%

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

Scores on final exams in MKTG 684 Marketing Management. Criterion measure: 70% of students will score 80% or better = meets the outcome.

### **Summary of Data:**

Number of Students Meeting Criterion:	53	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	54	Percent of Students Meeting Criterion:	98.1%

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

There is a definite trend here to be observed for Outcome 3 BLAW 639. For the past 3 years, the results have improved from 93.9% to 95.9% and 97.5%. Going forward, we will continue seek further improvements. For the second means of assessment in MKTG 684 (Marketing Management), the percentage increased 6.7% (from 91.4% last year to 98.1% this year). The increase shows that our efforts did improve students' ability in dealing with legal and ethical issues in business. Overall, the goal of outcome 3 was achieved with very high percentages.

### **Student Learning Outcome 4:**

MBA graduates understand the business milieu and are proficient in establishing the strategic unit within this business environment while developing the organizational capabilities to cooperate and compete. They possess the ability to manage and integrate the individual efforts of different functional areas of an organization for dealing

with an uncertain future. This comprises formulating a business strategy for each individual unit of the firm, formulating a corporate strategy, and implementing these strategies.

#### **NMHU Traits Specifically Linked to Student Learning Outcome 4**

- Critical and Reflective Thinking Skills
- Effective Use of Technology

#### **First Means of Assessment for Outcome 4:**

Scores on final exams in MGMT 689 Business Strategy. Criterion measure: 70% of students will score 80% or better = meets the outcome.

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

Number of Students Meeting Criterion:	67	Number of Students Not Meeting Criterion:	9
Total Number of Students Assessed:	76	Percent of Students Meeting Criterion:	88.3%

#### **Interpretation of Results for Outcome 4:**

The percent of students meeting criterion in MGMT 689 increased slightly (from 83.6.6% to 88.3%) over 2013-2014 with more students being assessed and fewer not meeting criterion. This may in part be due to more emphasis being placed on playing the strategy game and less emphasis on traditional course material. Careful evaluation will need to be made in following years because of the change of emphasis.