

ASSESSMENT REPORT 2014-2015

Business Undergraduate: Common Outcomes
(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:

Business students understand and can perform quantitative business analysis on a company and make appropriate business decisions based on this analysis.

NMHU Traits Specifically Linked to Student Learning Outcome 1

- Effective Communication Skills
- Critical and Reflective Thinking Skills
- Effective Use of Technology

First Means of Assessment for Outcome 1:

Overall score on the Business Strategy Game from MGMT 489. Criterion measure: 70% of students will score 70% or better = meets the outcome.

Summary of Data:

Number of Students Meeting Criterion:	67	Number of Students Not Meeting Criterion:	6
Total Number of Students Assessed:	73	Percent of Students Meeting Criterion:	91.8%

Second Means of Assessment for Outcome 1:

Marketing Research Project scores in MKTG 411. Criterion measure: 70% of students will score 70% or better = meets the outcome.

Summary of Data:

Number of Students Meeting Criterion:	69	Number of Students Not Meeting Criterion:	11
Total Number of Students Assessed:	80	Percent of Students Meeting Criterion:	86.3%

Third Means of Assessment for Outcome 1:

Average scores on midterm and final in MGMT 325. Criterion measure: 70% of students will score 70% or better = meets the outcome.

Summary of Data:

Number of Students Meeting Criterion:	67	Number of Students Not Meeting Criterion:	15
Total Number of Students Assessed:	82	Percent of Students Meeting Criterion:	81.7%

Interpretation of Results for Outcome 1:

In MGMT 489 - Strategic Management (senior capstone class) the students were grouped with one student from each business discipline and demonstrated real teamwork by critical thinking, analyzing and implementing senior management corporate level decision making that allowed them to successfully compete in the simulation global environment at the 91.9% level, a small decline (3.6%) compared with the number last year. It is worth noting that our local teams often make the top 25 in the world in weekly results & at least one team per semester is asked to compete in a special round of the overall champions worldwide.

For the second means of assessment in MKTG 411 (Marketing Research), the percentage decreased about 9% (95% last year and 86.3% this year). The decline implies that we have to make more efforts on students' logical thinking rather than totally focus on quantitative ability.

For the third means of assessment in MGMT 325 (Operation Research), the percentage increased 9.2% (from 72.5% last year to 81.7% this year). The increase shows that students have improvement in quantitative analysis. Overall, the goal of outcome 1 was achieved with high percentages.

Student Learning Outcome 2:

Business students understand how to work effectively in teams and groups.

NMHU Traits Specifically Linked to Student Learning Outcome 2

- Effective Communication Skills
- Critical and Reflective Thinking Skills

First Means of Assessment for Outcome 2:

Peer evaluation scores in MGMT 489. Criterion measure: 70% of students will score 70% or better = meets the outcome.

Summary of Data

Number of Students Meeting Criterion:	69	Number of Students Not Meeting Criterion:	4
Total Number of Students Assessed:	73	Percent of Students Meeting Criterion:	94.5%

Second Means of Assessment for Outcome 2:

Peer evaluation scores in MKTG 411. Criterion measure: 70% of students will score 70% or better = meets the outcome.

Summary of Data:

Number of Students Meeting Criterion:	69	Number of Students Not Meeting Criterion:	11
Total Number of Students Assessed:	80	Percent of Students Meeting Criterion:	86.3%

Third Means of Assessment for Outcome 2:

Group presentation scores in MGMT 489 and MKTG 411. Criterion measure: 70% of students will score 70% or better = meets the outcome.

Summary of Data:

Number of Students Meeting Criterion:	138	Number of Students Not Meeting Criterion:	15
Total Number of Students Assessed:	153	Percent of Students Meeting Criterion:	90.2%

Interpretation of Results for Outcome 2:

In MGMT 489 - Strategic Management (senior capstone class) where group work is critical students exhibited the complementary skills, commitment to a common goal and purpose (senior projects), with mutual accountability in order to elevate the into a high performing mature team who shared leadership and self-management at the 94.5% level, an insignificant decline (2.1%) compared with the number last year. This peer evaluation scores follow a real world 360 degree style of searching out if the student group and represent peer members who are open to new ideas, share information, mature to the performing stage, development strong working relationships with each other and are reliable and respectful with their senior projects.

For the second means of assessment in MKTG 411 (Marketing Research), the percentage decreased about 8% (from 94.9% last year and 86.3% this year). As to the third means of assessment in MGMT 489 and MKTG 411, the percentage decreased about 5% (from 95.8% to 90.2%). Although both (the second and the third means) are much higher than our standard 70%, we still have to pay attention to students' teamwork problems and help them to learn the value of teamwork. Overall, the outcome 2 was achieved with high percentages.

Student Learning Outcome 3:

Business students can perform quantitative business analysis and solve complex analytical problems.

NMHU Traits Specifically Linked to Student Learning Outcome 3

- Mastery of Content Knowledge and Skills
- Effective Communication Skills

First Means of Assessment for Outcome 3:

Average of Midterm and Final in MGMT 325. Criterion measure: 70% of students will score 70% or better = meets the outcome.

Summary of Data

Number of Students Meeting Criterion:	67	Number of Students Not Meeting Criterion:	15
Total Number of Students Assessed:	82	Percent of Students Meeting Criterion:	81.7%

Second Means of Assessment for Outcome 3:

Peer evaluation scores in MGMT 489 and MKTG 411. Criterion measure: 70% of students will score 70% or better = meets the outcome.

Summary of Data

Number of Students Meeting Criterion:	69	Number of Students Not Meeting Criterion:	11
Total Number of Students Assessed:	80	Percent of Students Meeting Criterion:	86.3%

Interpretation of Results for Outcome 3:

For the first means of assessment in MGMT 325 (Operation Research), the percentage increased 9.2% (from 72.5% last year to 81.7% this year). The big increase is due to our efforts on improving students' quantitative ability to analyze of business problems. For the second means of assessment in MGMT 489 and MKTG 411, the percentage decreased about 9% (from 95.8% last year to 86.3% this year). Although the decrease is significant, the performance is still much higher than our standard 70%. We still have to pay attention to students' teamwork problems and help them to know the value of teamwork on solving complex business problems. Overall, the outcome 3 was achieved with high percentages.

Student Learning Outcome 4:

Business students can complete comprehensive business analysis using existing management theories.

NMHU Traits Specifically Linked to Student Learning Outcome 4

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

First Means of Assessment for Outcome 4:

Final business analysis paper in MGMT 489 using SWOT, Internal and External Analysis, Financial Analysis, Decision Criteria Matrix. Criterion measure: 70% of students will score 70% or better = meets the outcome.

Summary of Data

Number of Students Meeting Criterion:	65	Number of Students Not Meeting Criterion:	8
Total Number of Students Assessed:	73	Percent of Students Meeting Criterion:	78.3%

Interpretation of Results for Outcome 4:

In MGMT 489 - Strategic Management students (employees) continue to meet the criteria set before them, yet the 78.3% level (a decline of 17%, compared with the number last year.) continues to reveal that students find it difficult to make senior executive decisions regardless of their senior status in our business school. In the future, we could revisit our assessments and perhaps include more real world business excursions and maybe even business mentoring excursion into our local business environment to help our student see firsthand how business leaders use a SWOT analysis, the internal and external environment, periodic financial analysis to make business decisions.

Student Learning Outcome 5:

Business students understand and are able to explain complex international business problems and compare international business strategy to national business strategy.

NMHU Traits Specifically Linked to Student Learning Outcome 5

- Critical and Reflective Thinking Skills
- Effective Communication Skills

First Means of Assessment for Outcome 5:

Case studies and papers in MGMT 440. Criterion measure: 70% of students will score 70% or better = meets the outcome.

Summary of Data

Number of Students Meeting Criterion:	55	Number of Students Not Meeting Criterion:	6
Total Number of Students Assessed:	61	Percent of Students Meeting Criterion:	90.2%

Interpretation of Results for Outcome 5:

In MGMT 440 - International Human Resource Management student displayed their ability to compare and contrast business strategies of national, corporate level and the micropolitan level of small business acting large and large corporate business acting small and personal with customers in order to gain market share and increase profits in an ethical manner which allow the business regardless of size to find a unique competitive space in which to operate successfully within. The 90.2% level (a significant increase of 7.2%, compared with the number last year.) while still strong could benefit from us reallocating resources to once again offer the 2 week Mexico business and the one month Spain business excursions.