

## ASSESSMENT REPORT 2015 - 2016

**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 can understand and analyze current management ethical dilemmas involved in the profession.

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

Mastery of Content Knowledge and Skills  
Communication Skills  
Critical and Reflective Thinking Skills  
Effective Use of Technology  
Qualitative or Quantitative Analysis  
Teamwork

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

The score on the ethics/legal challenge assignment in MGMT 364 Organizational Behavior.  
Criterion measure: 75% of students will score 70% or better = criterion measure met.

### **Summary of Data Fall 2015:**

Number of Students Meeting Criterion:	<b>32</b>	Number of Students Not Meeting Criterion:	<b>10</b>
Total Number of Students Assessed:	<b>42</b>	Percent of Students Meeting Criterion:	<b>76.2%</b>

### **Summary of Data Spring 2016:**

Number of Students Meeting Criterion:	<b>20</b>	Number of Students Not Meeting Criterion:	<b>5</b>
Total Number of Students Assessed:	<b>25</b>	Percent of Students Meeting Criterion:	<b>80%</b>

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

The score on a term paper - Human Resources Management topic related to ethics in MGMT 386 Human Resource Management. Criterion measure: 75% of students will score 70% or better = criterion measure met.

**Summary of Data Fall 2015:**

Number of Students Meeting Criterion:	<b>21</b>	Number of Students Not Meeting Criterion:	<b>3</b>
Total Number of Students Assessed:	<b>24</b>	Percent of Students Meeting Criterion:	<b>87.5%</b>

**Summary of Data Spring 2016:**

Number of Students Meeting Criterion:	<b>20</b>	Number of Students Not Meeting Criterion:	<b>5</b>
Total Number of Students Assessed:	<b>25</b>	Percent of Students Meeting Criterion:	<b>80%</b>

**Summary of Data Summer 2016:**

Number of Students Meeting Criterion:	<b>24</b>	Number of Students Not Meeting Criterion:	<b>2</b>
Total Number of Students Assessed:	<b>26</b>	Percent of Students Meeting Criterion:	<b>92.3%</b>

**Third Means of Assessment for Outcome 1:**

Case studies/analytical essays/presentations will assess students' ability to identify and evaluate leadership skills in a wide range of organizational ethical problems in MGMT 453 Organizational Leadership. Criterion measure: 75% of students will score 70% or better = criterion measure met.

**Summary of Data Fall 2015:**

Number of Students Meeting Criterion:	<b>25</b>	Number of Students Not Meeting Criterion:	<b>5</b>
Total Number of Students Assessed:	<b>30</b>	Percent of Students Meeting Criterion:	<b>83.3%</b>

**Summary of Data Spring 2016:**

Number of Students Meeting Criterion:	<b>12</b>	Number of Students Not Meeting Criterion:	<b>3</b>
Total Number of Students Assessed:	<b>15</b>	Percent of Students Meeting Criterion:	<b>80%</b>

**Summary of Data Summer 2016:**

Number of Students Meeting Criterion:	<b>17</b>	Number of Students Not Meeting Criterion:	<b>2</b>
Total Number of Students Assessed:	<b>19</b>	Percent of Students Meeting Criterion:	<b>89.5%</b>

**Interpretation of Results for Outcome 1:**

While the majority of students met the expectation room for continuous improvement exists. Inviting a more diverse set of community and business leaders to be guest speakers will help

the few students that did not have real world examples to include in the Case studies/analytical essays/presentations portion of their essay assessments for evaluation. We will also ask the leaders pre-developed questions to determine whether they can address ethical challenges faced in their careers.

**Student Learning Outcome 2:**

Management students can explain and are able to apply management theories (expectancy/goal setting/equity) in solving complex business problems with real world business tactics that translate into measurable results.

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

- Mastery of Content Knowledge and Skills
- Effective Communication Skills
- Critical and Reflective Thinking Skills
- Effective Use of Technology
- Qualitative or Quantitative Analysis
- Teamwork

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

The students, using essay responses, will demonstrate their ability to transform ideas and concepts into practical programs, incentive or tactics used to motivate employees at work (intrinsic or extrinsic measures) in MGMT 364 Organizational Behavior. Criterion measure: 75% of students will score 70% or better = criterion measure met.

**Summary of Data Fall 2015:**

Number of Students Meeting Criterion:	<b>32</b>	Number of Students Not Meeting Criterion:	<b>10</b>
Total Number of Students Assessed:	<b>42</b>	Percent of Students Meeting Criterion:	<b>76.2%</b>

**Summary of Data Spring 2016:**

Number of Students Meeting Criterion:	<b>21</b>	Number of Students Not Meeting Criterion:	<b>4</b>
Total Number of Students Assessed:	<b>25</b>	Percent of Students Meeting Criterion:	<b>84%</b>

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

Students will demonstrate in their case studies/analytical essays/presentation how leaders use management theories in practice through their public communications and be assessed on their ability to identify and leadership skills in a wide range of organizational contexts evaluated in MGMT 453 – Organizational Leadership. Criterion measure: 75% of students will score 70% or better = criterion measure met.

### **Summary of Data Fall 2015:**

Number of Students Meeting Criterion:	<b>25</b>	Number of Students Not Meeting Criterion:	<b>5</b>
Total Number of Students Assessed:	<b>40</b>	Percent of Students Meeting Criterion:	<b>83.3%</b>

### **Summary of Data Spring 2016:**

Number of Students Meeting Criterion:	<b>13</b>	Number of Students Not Meeting Criterion:	<b>2</b>
Total Number of Students Assessed:	<b>15</b>	Percent of Students Meeting Criterion:	<b>86.7%</b>

### **Summary of Data Summer 2016:**

Number of Students Meeting Criterion:	<b>17</b>	Number of Students Not Meeting Criterion:	<b>2</b>
Total Number of Students Assessed:	<b>19</b>	Percent of Students Meeting Criterion:	<b>89.5%</b>

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

While the majority of students in MGMT 364/453 met the expectations, room for improvement continues to be present in both classes (Organizational Behavior and Organizational Leadership). Inviting a more diverse set of community and business leaders as guest speakers will help our students to better understand how practitioners view and use the in class theory and concepts in their everyday business life. Furthermore, the use of business tactics and real world business programs or (intrinsic or extrinsic) incentives that lead to a motivated workforce will become more evident to student in the question and answer sessions with local business professionals that will visit classes in the future. In addition, exploring more business video presentations of global business leaders will help us to understand how they mesh theory and practice. Finally, preplanned questions of the students demonstrate if they can identify when to use a certain leadership style based on a situation.

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

Management students will successfully complete a comprehensive presentation/essay project involving the pros and cons of leadership. Criterion measure: 75% of students will score 70% or better = criterion measure met.

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

- Mastery of Content Knowledge and Skills
- Effective Communication Skills
- Critical and Reflective Thinking Skills
- Effective Use of Technology
- Qualitative or Quantitative Analysis
- Teamwork

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

Leadership end of chapter presentation on discussion questions will assess the comprehension of leadership style effectiveness in MGMT 364 – Organizational Behavior. Criterion measure: 75% of students will score 70% or better = criterion measure met.

**Summary of Data:**

Number of Students Meeting Criterion:	<b>31</b>	Number of Students Not Meeting Criterion:	<b>11</b>
Total Number of Students Assessed:	<b>42</b>	Percent of Students Meeting Criterion:	<b>73.8%</b>

**Summary of Data:**

Number of Students Meeting Criterion:	<b>22</b>	Number of Students Not Meeting Criterion:	<b>3</b>
Total Number of Students Assessed:	<b>25</b>	Percent of Students Meeting Criterion:	<b>88%</b>

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

The students' case studies/analytical essays/presentation will assess the ability to identify leadership style and skills in organizational contexts in MGMT 453 Organizational Leadership. Criterion measure: 75% of students will score 70% or better = criterion measure met.

**Summary of Data Fall 2015:**

Number of Students Meeting Criterion:	<b>24</b>	Number of Students Not Meeting Criterion:	<b>5</b>
Total Number of Students Assessed:	<b>30</b>	Percent of Students Meeting Criterion:	<b>80%</b>

**Summary of Data Spring 2016:**

Number of Students Meeting Criterion:	<b>12</b>	Number of Students Not Meeting Criterion:	<b>3</b>
Total Number of Students Assessed:	<b>15</b>	Percent of Students Meeting Criterion:	<b>80%</b>

**Summary of Data Summer 2016:**

Number of Students Meeting Criterion:	<b>17</b>	Number of Students Not Meeting Criterion:	<b>2</b>
Total Number of Students Assessed:	<b>19</b>	Percent of Students Meeting Criterion:	<b>89.5%</b>

**Interpretation of Results for Outcome 3:**

In MGMT 453, undergraduate students are not always able to apply real world examples because they do not have much business experience. Next time inviting a more diverse set of local community and business leaders to our class as guest speakers or viewing a few more business videos of global leaders will help students gain examples, skills and knowledge.