

**ASSESSMENT REPORT
AY 2015 2016**

Business Graduate: Common Outcomes
(Instructional Degree Program)

MBA

(Degree Level)

Student Learning Outcome 1:

MBA graduates are able to understand and can apply qualitative analysis to real-world business situations.

NMHU Traits Specifically Linked to Student Learning Outcome 1

Mastery of Content Knowledge and Skills
Critical and Reflective Thinking Skills
Effective use of Technology
Effective Communication skills

First Means of Assessment for Outcome 1:

Scores on exams in MKTG 684 Marketing Management. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data Fall 2015:

Number of Students Meeting Criterion:	32	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	33	Percent of Students Meeting Criterion:	97%

Summary of Data Spring 2016:

Number of Students Meeting Criterion:	36	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	36	Percent of Students Meeting Criterion:	100%

Summary of Data Summer 2016:

Number of Students Meeting Criterion:	21	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	21	Percent of Students Meeting Criterion:	100%

Second Means of Assessment for Outcome 1:

Scores on SWOT analysis and Porter's 5 Forces analysis in MGMT 689 Strategic Management. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data Fall 2015:

Number of Students Meeting Criterion:	15	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	16	Percent of Students Meeting Criterion:	93.8%

Summary of Data Spring 2016:

Number of Students Meeting Criterion:	23	Number of Students Not Meeting Criterion:	5
Total Number of Students Assessed:	28	Percent of Students Meeting Criterion:	82.1%

Summary of Data Summer 2016:

Number of Students Meeting Criterion:	15	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	16	Percent of Students Meeting Criterion:	93.8%

Interpretation of Results for Outcome 1:

The first means of assessment for the qualitative analysis, MKTG 684 was a newly added assessment after modifying the outcome assessment plan of the last year. The percentages are 100% in Spring and Summer 2016, and it is 97% in Fall 2015. The reason for the high percentage is that exam questions focus on definitions of basic concepts and theories. As to the one student failing in Fall 2015, this may be due to personal issues (non-degree, lacking motives, etc.), which are out of the instructor's control. Changes to the class in the future may be to modify the difficulty of the exams and try to help students' personal issues. The second means of assessment shows that students in MGMT 689 are able to successfully analyze an organization using Porter's Five Forces and SWOT. No changes need to be made at this time, but careful monitoring will need to be continued.

Student Learning Outcome 2:

MBA graduates are able to understand and can apply quantitative analysis to real-world business situations.

NMHU Traits Specifically Linked to Student Learning Outcome 2

Mastery of Content Knowledge and Skills

Critical and Reflective Thinking Skills

Effective use of Technology

Effective Communication skills

First Means of Assessment for Outcome 2:

Scores on exams in ACCT 605 Financial Accounting. Criterion measure: 75% of students will score 80% or better = meets the outcome.

Summary of Data Fall 2015:

Number of Students Meeting Criterion:	15	Number of Students Not Meeting Criterion:	7
Total Number of Students Assessed:	22	Percent of Students Meeting Criterion:	68.2%

Summary of Data Spring 2016:

Number of Students Meeting Criterion:	16	Number of Students Not Meeting Criterion:	6
Total Number of Students Assessed:	22	Percent of Students Meeting Criterion:	72.1%

Second Means of Assessment for Outcome 2:

Score on capital budgeting process exam in FIN 607 Managerial Finance. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data Fall 2015:

Number of Students Meeting Criterion:	20	Number of Students Not Meeting Criterion:	8
Total Number of Students Assessed:	28	Percent of Students Meeting Criterion:	71.4%

Summary of Data Spring 2016:

Number of Students Meeting Criterion:	20	Number of Students Not Meeting Criterion:	3
Total Number of Students Assessed:	23	Percent of Students Meeting Criterion:	87%

Interpretation of Results for Outcome 2:

ACCT 605 - the first means of assessment has changed from the 2014-2015 assessment period to the current period. This created a change from the last reporting period. Students did not meet the criterion measure, indicating they are not able to correctly apply accounting principles. Additional exercises and problems will be added to the class. For fall 2015, the second means of assessment had changed to looking at the students performance on capital budgeting process. In fall 2015, we missed the mark by 8.6 percentage, but that was reversed in spring 2016, when we exceeded the expectation by a full 6 percentage point. The improvement was due to additional homework problems on this topic using the My Finance Lab.

Student Learning Outcome 3:

MBA graduates have an understanding of legal rules and ethical constraints that impact businesses and can recognize practical applications in real-world situations.

NMHU Traits Specifically Linked to Student Learning Outcome 3

Mastery of Content Knowledge and Skills

Critical and Reflective Thinking Skills

Effective use of Technology

Effective Communication skills

First Means of Assessment for Outcome 3:

Scores on final exams in BLAW 639 Law and Ethics in Business. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data Fall 2015:

Number of Students Meeting Criterion:	21	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	21	Percent of Students Meeting Criterion:	100%

Summary of Data Spring 2016:

Number of Students Meeting Criterion:	26	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	27	Percent of Students Meeting Criterion:	96.3%

Summary of Data Summer 2016:

Number of Students Meeting Criterion:	24	Number of Students Not Meeting Criterion:	0
Total Number of Students	24	Percent of Students Meeting	100%

Assessed:		Criterion:	
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Second Means of Assessment for Outcome 3:

Game to-date scoreboard at end of year 18 on Business Strategy Game in MGMT 689.

Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data Fall 2015:

Number of Students Meeting Criterion:	15	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	16	Percent of Students Meeting Criterion:	93.8%

Summary of Data Spring 2016:

Number of Students Meeting Criterion:	24	Number of Students Not Meeting Criterion:	4
Total Number of Students Assessed:	28	Percent of Students Meeting Criterion:	85.7%

Summary of Data Summer 2016:

Number of Students Meeting Criterion:	15	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	16	Percent of Students Meeting Criterion:	93.8%

Interpretation of Results for Outcome 3:

BLAW 360 - In the Fall of 2015, all students met or exceeded the specified threshold. In the Spring of 2016, one student failed to meet the threshold and the overall percentage fell to 96% from 100% the previous semester. However, by the Summer of 2016, the percentage was back to 100%. I went back to research what happened in Spring 2016 and realized that the sole student that had failed to meet the threshold was a student that told me she had just obtained a new job and did not have enough time to devote to the assignments for the class. In some situations such as this, we must accept the fact that we may be unable to change the outcomes.

Prior to this year, the game was played in BUS 696, a one-credit stand alone class. In the two years prior, 154 students played the game with 129 meeting criterion, or 84.4%.

It is hard to identify why scores dropped so precipitously but several factors come to mind. First would be a group of students with lesser ability. This would be unlikely given the large number of students playing the game (65).

Second would be students enrolled in class who should not have been taking the course at the time they did. This has been addressed by adding prerequisites to MGMT 689 so students will have had the necessary coursework to play the game. Prior to this year the game was played in BUS 696 which was required of their final semester. Third would be students not realizing that the game was a significant part of their grade in MGMT 689. This was addressed by the instructor emphasizing that the game was a major part of their grade. Numbers for summer 2016 showed some improvement, while Fall 2016 (not part of this assessment) showed a return to the 85% level. The numbers for this outcome show how NMHU students compare with all students worldwide who are playing the game. The numbers will need to be monitored and instruction adjusted throughout the program should they fall in relation to the world scores.