

ASSESSMENT REPORT Fall 2016

Business Graduate: HR Management Concentration
(Instructional Degree Program)

MBA
(Degree Level)

Program Mission:

The Department of Business Administration is committed to the success of our students and to the highest observance of our professional accreditation standards. The department's goal is to be the best small business department in the Southwest, preparing students to be confident, competent, ethical and responsible decision makers, managers, leaders and agents of economic and social betterment in today's changing global business environment.

Student Learning Outcome 1:

Human Resource Management students examine the complexity of managing in diverse workplaces and are able to use management thought to develop a better understanding of motivation.

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
- Qualitative or quantitative analysis

First Means of Assessment for Outcome 1:

Scores on Term Paper in MGMT 687 Human Resource Management. Criterion Measure: 75% of students will score 80% or better = meets the outcome.

Summary of Data:

MGMT 687 (SLO1 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
AY 2014-2015	30	28	2	93.3%
Spring 2016	28	28	0	100.0%
Fall 2016	38	33	5	86.8%

Second Means of Assessment for Outcome 1:

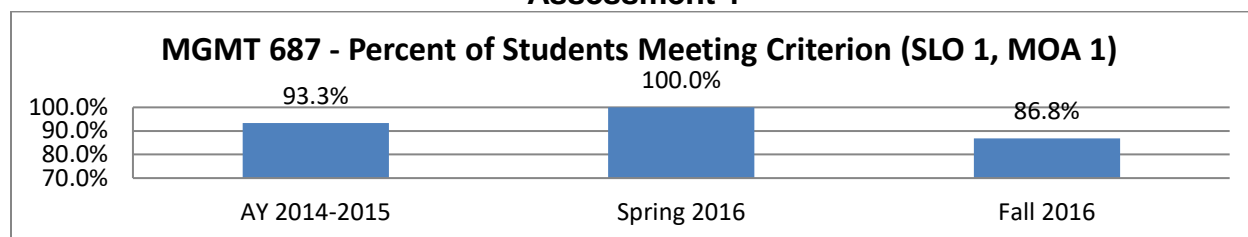
Scores on case studies in MGMT 664 Organizational Theory. Criterion Measure: 75% of students will score 80% or better = meets the outcome.

Summary of Data:

MGMT 664 (SLO1 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2015	12	12	0	100.0%
Fall 2015	9	9	0	100.0%
Fall 2016	19	17	2	89.5%

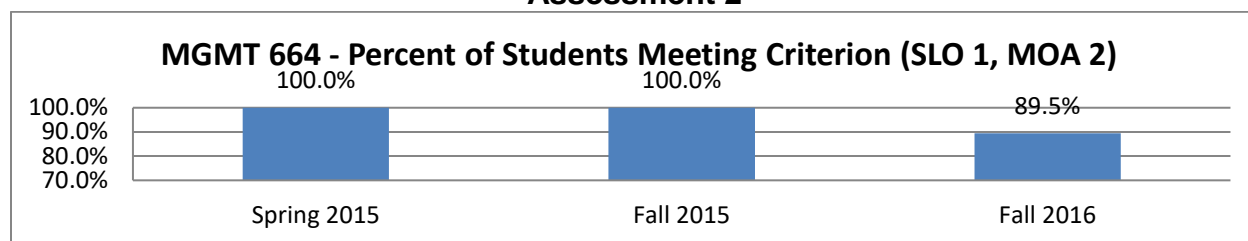
Interpretation of Results for Outcome 1:

Assessment 1



MGMT 687 results are mixed. Assessments during the prior three academic years (fall semester 2012 through spring semester 2016) saw continuous increases from 80% to 100% in spring semester 2016. The 93.3% and 86.8% for this assessment is probably more realistic overall and the 100% from spring semester 2016 should be considered an anomaly. That being said, the results show that there is definitely room for improvement as five out of 38 students failed to meet the criterion. More emphasis on just what is required in a term paper is probably in order.

Assessment 2



Students exceeded criterion for all prior assessments but percent decreased in fall semester 2016. Case studies in MGMT 664 showed that students were able to examine a human resource management topic in depth and apply it to a “real world” situation. Students examined the complexity of a diverse workplace and were able to use management thought to better understand motivation. We will continue to emphasize the importance of writing mechanics early in the course.

Student Learning Outcome 2:

Human Resource Management students understand the labor issues that cross international boundaries and are able to evaluate the relationships between the human resource

management activities of organizations and the foreign environments in which the organizations operate.

Traits Specifically Linked to Student Learning Outcome 2

- Mastery of content knowledge and skills
- Critical and reflective thinking skills
- Qualitative or quantitative analysis

First Means of Assessment for Outcome 2:

Scores on third paper in MGMT 687, Human Resource Management. Criterion Measure: 75% of students will score 80% or better = meets the outcome.

Summary of Data:

MGMT 687 (SLO2 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2016	28	28	0	100.0%
Fall 2016	38	33	5	86.8%

Second Means of Assessment for Outcome 2:

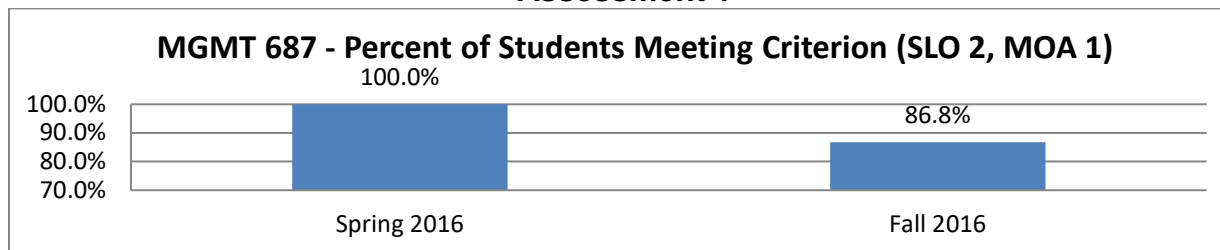
Scores on cases in MGMT 665 Personnel Practices and the Law. Criterion Measure: 75% of students will score 80% or better = meets the outcome.

Summary of Data:

MGMT 665 (SLO2 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2015	12	12	0	100.0%
Fall 2015	25	24	1	96.0%
Fall 2016	25	23	2	92.0%

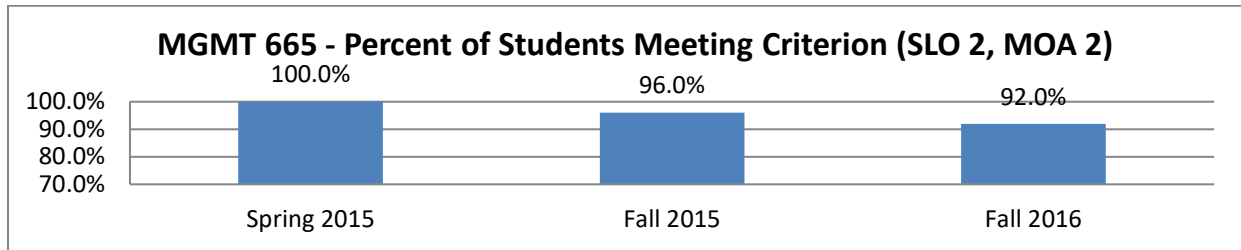
Interpretation of Results for Outcome 2:

Assessment 1



MGMT 687 students did not do as well as in spring semester 2016. The number of students meeting the criterion dropped from 100% to 86.84%. The drop is significant. Care will need to be taken to make sure that all students understand what is required in each paper.

Assessment 2



Although the percent of students meeting criterion has decreased in the assessments above, students in MGMT 665 continue to demonstrate an understanding of the topic in their written case briefs, oral presentation of same and class discussions of the cases. Going forward, additional written assignments will be required to emphasize the laws and regulations applicable to employment relations.

Student Learning Outcome 3:

Human Resource Management students understand the different types of discrimination which affect employment and understand the regulation of employee relations. Students understand the regulation in the workplace including the rights and responsibilities of employers and employees.

Traits Specifically Linked to Student Learning Outcome 3

- Mastery of content knowledge and skills
- Critical and reflective thinking skills
- Effective communication skills

First Means of Assessment for Outcome 3:

Scores on cases in MGMT 665 Personnel Practices and the Law. Criterion Measure: 75% of students will score 80% or better = meets the outcome.

Summary of Data:

MGMT 665 (SLO3 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2015	12	12	0	100.0%
Fall 2015	25	24	1	96.0%
Fall 2016	26	23	3	88.5%

Second Means of Assessment for Outcome 3:

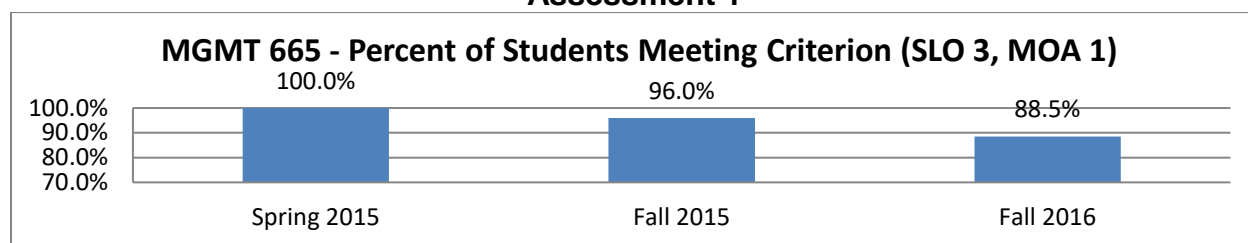
Scores on second paper in MGMT 687, Human Resource Management. Criterion Measure: 75% of students will score 80% or better = meets the outcome.

Summary of Data:

MGMT 687 (SLO3 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2016	28	28	0	100.0%
Fall 2016	38	34	4	89.5%

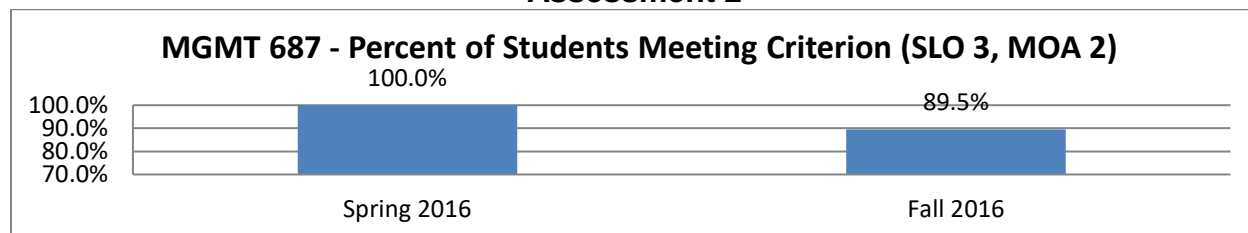
Interpretation of Results for Outcome 3:

Assessment 1



Although the percent of students meeting criterion decreased from spring semester 2015 to fall semester 2016, students in MGMT 665 continue to demonstrate an understanding of the topic in their written case briefs, oral presentation of same and class discussions of the cases. Going forward, additional written assignments will be required.

Assessment 2



MGMT 687 students did not do as well as in spring semester 2016. The number of students meeting the criterion on the second paper dropped from 100% to 89.5%. Care will need to be taken to make sure that all students understand what is required in each paper.

Utilization of Results:

The Department of Business Administration reviews outcome assessment results every semester. Outcomes assessment results have been utilized to improve student learning in a variety of ways including improvements to course content and delivery, an increased emphasis on ethics and globalization, changes and improvements in the business administration curriculum. Based on the reviews the Department's outcomes assessment plans were revised in fall semester 2012, fall semester 2015, and again in spring semester 2017. Importantly, revisions included changes based on prior outcomes assessment results.

Changes to Program Based on Results:

During the fall semester 2016 the Department conducted a comprehensive review of its curriculum for the MBA concentrations. The purpose of the review was to align the program's

requirements with the university's overall graduation and ACBSP requirements, to provide greater flexibility for students in pursuing courses of interest, and to align the curriculum with the Department's capacity to dependably and regularly deliver the curriculum, all of which benefit student learning. The revised curriculum increased emphasis on ethics and globalization.

Improvements in course content and delivery: Faculty has made modifications to individual course requirements and means of assessments in several courses based on outcomes assessment results.

The Department is using the worldwide Business Strategy Game as a means of external assessment in the MBA capstone course. Means of assessment was changed to assess the year-to-date score in year 18 (final year students play game). Prerequisites were added to the MBA capstone course so students have a stronger foundation in business principles before competing in the Business Strategy Game. With a stronger foundation in business principles students complete the Business Strategy Game with a higher success rate.

Increased availability of tutoring services: The Department's faculty and graduate assistants provide students with tutoring support.

The Department requires use of Desire2Learn, the University's online course learning management system, by all faculty for all course, whether traditional, hybrid or online.

Retention Strategies:

Continue utilizing outcomes assessment results as a means of improving student learning and the quality of education in the Department of Business Administration.

The Department of Business faculty will respond to student email and phone messages within 24 hours during the work week. Email and phone messages received on weekends and holidays will be returned the next work day.

Department of Business faculty will effectively advise students toward degree completion. Students are assigned an academic advisor in their chosen concentration area. By 9th week of the semester, advisees are contacted by academic advisor.

Department of Business faculty will participate in university activities and programs aimed at increasing retention.

Department of Business faculty and staff will provide excellent customer service to all students.

In spring 2017, monthly "Coffee with the Dean" hour for students was established and "Welcome Back Student BBQ" was reinstated. Both were a huge success and will continue. Having regular informal meetings with students leads to shared information and sense of being valued and belonging.