

ASSESSMENT PLAN
Spring 2017 – Summer 2018

Business Graduate: Common Outcomes
(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:

Students will apply qualitative analysis to 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:

Research paper in MGMT 604, Research Methods. Criterion Measure: 80% or better = meets the outcome.

Second Means of Assessment for Outcome 1:

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

Student Learning Outcome 2:

Students will apply quantitative analysis to 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:

Score on exam covering capital budgeting, risk and return and valuation of equities in FIN 607, Managerial Finance. Criterion measure: 75% of students will score 80% or better = meets the outcome.

Second Means of Assessment for Outcome 2:

Quiz on the computation and interpretation of numerical measures used in descriptive statistics in MGMT 601, Quantitative Methods. Criterion measure: 80% or better = meets the outcome.

Third Means of Assessment for SLO 2:

Final score on the Business Strategy Game in MGMT 689, Strategic Management.

Criterion Measure: 75% of students will achieve a strategy game year-to-date score in year 18 (final year) that is equivalent to 80% or better of the worldwide average year 18 year-to-date score = meets the outcome.

Student Learning Outcome 3:

Students will identify and analyze legal and ethical issues in business situations and decision making.

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: 80% or better = meets the outcome.

Second Means of Assessment for Outcome 3:

Score from decision making analysis assignment in MGMT 621, Business and Society..

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

Revised Spring 2017