

ASSESSMENT REPORT 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.

Summary of Data:

MGMT 604 (SLO1 MOA1) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2017	27	26	1	96.3%
Fall 2017	28	28	0	100.0%
Spring 2018	52	51	1	98.1%
Summer 2018	20	20	0	100.0%
Total	127	125	2	98.4%

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.

Summary of Data:

MGMT 689 (SLO1 MOA2) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2017	31	30	1	96.8%

Summer 2017	11	11	0	100.0%
Fall 2017	22	21	1	95.5%
Spring 2018	48	48	0	100.0%
Summer 2018	18	16	2	88.9%
Total	130	126	4	96.9%

Interpretation of Results for Outcome 1:

For MGMT 604, the average percentage is 98.4%, higher than the criterion of 75%. In Summer 2018, the instructor applied a two-step process for applying qualitative analysis for business situations. Students were asking the students to gather AND input the data both qualitatively and quantitatively. By this way, students would get more involved and be more mindful of the research. We would like to see the result of teaching method change in another semesters. For the second means MGMT 689, students scored high on the SWOT analysis and Porter's analysis with an average of 96.9% (highest 100%, lowest 88.9%), higher than the criterion of 75%. This is probably because neither of the analyses required any quantitative analysis and both are quite straight-forward. The instructor will make the content more interesting and challenging.

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.

Summary of Data:

FIN 607 (SLO2 MOA1) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2017	30	29	1	96.7%
Summer 2017	18	16	2	88.9%
Fall 2017	32	32	0	100.0%
Spring 2018	43	39	4	90.7%
Summer 2018	18	18	0	100.0%
Total	141	134	7	95.0%

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.

Summary of Data:

MGMT 601 (SLO2 MOA2) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2017	36	36	0	100.0%
Summer 2017	15	15	0	100.0%
Fall 2017	40	40	0	100.0%
Spring 2018	42	42	0	100.0%
Summer 2018	25	25	0	100.0%
Total	158	158	0	100.0%

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.

Summary of Data:

MGMT 689 (SLO2 MOA3) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2017	31	30	1	96.8%
Summer 2017	11	10	1	90.9%
Fall 2017	22	18	4	81.8%
Spring 2018	48	38	10	79.2%
Summer 2018	18	17	1	94.4%
Total	130	113	17	86.9%

Interpretation of Results for Outcome 2:

For FIN 607, the percentage of students meeting the criterion has ranged between 88.9% to 100% with an average of 95%, higher than the goal of 75%. There was a slight dip from summer to spring. The reason could be that students load themselves with more classes than they can handle. The high percentage of students successfully meeting the criterion may be due to the rigorous use of MyLab Finance. The instructor has incorporated more examples in the videos and added assignments in MyLab. Students have many opportunities to learn the topics when they use this learning platform. For MGMT 601, the percentages are 100% over the semesters. The instructor will continue to improve by implementing related materials in descriptive statistics to 'real-world' business situations and scenarios. In addition, the instructor is beginning the integration of business case studies in which a variety of statistical tools are implemented to devise statistical solutions to case problems. For MGMT 689 Final score on the

Business Strategy Game, the average percentage is 86.9% (highest 96.8%, lowest 79.2%), higher than the criterion 75%. To successfully play the strategy game, students must rely on everything that has been learned in the MBA program. Overall it is quite heartening to see that most students meet the criterion, although Spring of 2018 saw a significant drop (79.2%) in the number that were successful.

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.

Summary of Data:

BLAW 639 (SLO3 MOA1) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2017	30	28	2	93.3%
Summer 2017	21	21	0	100.0%
Fall 2017	26	26	0	100.0%
Spring 2018	34	31	3	91.2%
Total	111	106	5	95.5%

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.

Summary of Data:

MGMT 621 (SLO3 MOA2) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2017	31	27	4	87.1%
Summer 2017	23	21	2	91.3%
Fall 2017	64	51	13	79.7%
Spring 2018	32	26	6	81.3%
Summer 2018	20	20	0	100.0%
Total	170	145	25	85.3%

Interpretation of Results for Outcome 3:

For BLAW 639, most students are meeting this outcome with an average percentage of 95.5%, higher than the criterion of 75%. The instructor will keep on making contents more interesting and challenging. For MGMT 621, the decision making outcome has been very challenging to students because it requires logical reasoning, which is sometimes frustrating to students who do not want to spend the required time on this assignment. The percentages vary from 79.7% to 100%, with an average of 85.3% which is higher than the criterion of 75%. During the Summer 2018, students were asked to use their own judgement in determining how to describe outstanding with abysmal examples of ethics being applied to either increase or hurt a businesses' profitability. It is challenging but 100% of students meeting the criterion.

Revised Spring 2017: mvr