

ASSESSMENT REPORT
Fall 2018 – Summer 2019

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
Fall 2018	31	31	0	100.0%
Spring 2019	36	36	0	98.1%
Summer 2019	15	15	0	100.0%
Total	82	82	0	100.0%

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
Fall 2018	37	37	0	100.0%
Spring 2019	50	50	0	100.0%

Summer 2019	11	11	0	100.0%
Total	98	98	0	100.0%

Interpretation of Results for Outcome 1:

The outcome assessment one for management 604, Research Methods, is a detailed research paper. Students conduct research on an assigned topic. Students identify a problem and develop a proposition/hypothesis that can be examined. The process starts with background information on the topic, the importance of the study, research purpose, statement of the problem, and research question(s). Next, students write a literature review. Followed by the methodology (research design, study site, sampling). Students describe the process of analysis and make recommendations for managers. During the spring of 2019, we had two sections of the course. All thirteen students enrolled in the first 8-weeks of the semester met the criteria. Aside from lectures, class time was spent discussing the project, and working on assignments that helped prepare the students for the project.

The MGMT689 class was quite interested in the simulation and studied quite diligently for the course. However, that does not mean that the class excelled, rather that they worked hard to achieve the minimum criterion. I suggest the same criterion remain for this class.

During the Summer as in the Fall and Spring, all students met this outcome. As the outcome is essential to the course, we continue to suggest that it be maintained for the foreseeable future.

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
Fall 2018	39	33	6	84.6%
Spring 2019	26	22	4	84.6%
Summer 2019	23	19	4	82.6%
Total	88	74	14	84.1%

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
Fall 2018	33	31	2	93.9%
Spring 2019	30	30	0	100.0%
Summer 2019	23	21	2	91.3%
Total	86	82	4	95.3%

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
Fall 2018	37	36	1	97.3%
Spring 2019	49	42	7	85.7%
Summer 2019	11	6	5	54.5%
Total	97	84	13	86.6%

Interpretation of Results for Outcome 2:

The outcome assessment for FIN 607 was based on capital budgeting, risk and return analysis and the valuation principles. More than 80 percent of the students demonstrated high degree of analytical and evaluative understanding related to these topics. The students used MyLab Finance to solve problems and the MS Excel to apply the principles learned in these topics. The use of MyLab has benefited students tremendously. In analyzing the data for the First Means of Assessment for Outcome 2 of quantitative analysis to business situations for the FIN 607 course for fall 2018 and spring 2019. A quiz on capital budgeting, risk and return and valuation of equities was utilized. 84.70% of the students met the criteria for the fall 2018 and spring 2019 semester. Dr. Tucker will maintain the same assessment instrument (quiz) for the class and will spend around the same amount of time on the subject matter.

The outcome assessment for MGMT 601 is a quiz given in Excel based on the concepts in descriptive business statistics covered in the course. This type of assessment is critical to a computational course (like MGMT 601) because it demonstrates that (1) students have an in depth understanding of course topics, (2) are able to apply that understanding to statistical exercises, and (3) show diligence in using statistical software tools like Excel. The high

percentage of students meeting the criterion shows that the teaching method used to teach this computational course is working. It can often be challenging for an instructor to find a method for teaching abstract academic concepts such as quantitative statistics.

For MGMT 689 Final score on the Business Strategy Game, the average percentage is 86.6% (highest 97.3%, lowest 54.5%), 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.

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
Fall 2018	34	32	2	91.1%
Spring 2019	28	26	2	92.9%
Summer 2019	10	9	1	90.0%
Total	72	67	5	93.1%

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
Fall 2018	59	51	8	86.4%
Spring 2019	24	17	7	70.8%
Summer 2019	12	7	5	58.3%
Total	95	75	20	78.9%

Interpretation of Results for Outcome 3:

For SLO3, FMOA - Students in BLAW639 met outcomes both for the Fall and Spring at 91.1 and 92.9 respectively. Only 2 students in each semester failed to achieve outcomes, principally because they failed to do assignments and Exams as required. I believe the outcome is effective and we cannot account for students who deliberately do not want to be successful. Outcome should be maintained.

For SLO3, second means of Assessment measured by Decision Making analysis, the outcome was not met in the Spring and the Summer. The issue here is that, the assignment is very logical and requires some critical thinking skills to which many students do not want to spend the required amount of time. Because the assignment assessing this outcome tests critical thinking and logical sequencing skills, I strongly recommend that it be maintained.