

**Assessment Report  
Fall 2019 – Spring 2020**

**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.

**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 6040 Research Methods.  
Criterion measure: 80% or better = meets the outcome.

**Summary of Data:**

MGMT 6040 (SLO1 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2019	32	31	1	96.9%
Spring 2020	29	28	1	96.6%
<b>Total</b>	<b>61</b>	<b>59</b>	<b>2</b>	<b>96.7%</b>

**Second Means of Assessment for Outcome 1:**

Scores on SWOT analysis and Porter's 5 Forces analysis in MGMT 6890 Strategic Management.  
Criterion measure: 80% or better = meets the outcome.

**Summary of Data:**

MGMT 6890 (SLO1 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2019	22	22	0	100.0%
Spring 2020	35	35	0	100.0%
<b>Total</b>	<b>57</b>	<b>57</b>	<b>0</b>	<b>100.0%</b>

### **Interpretation of Results for Outcome 1:**

In MGMT 6040 Research Methods, students conceptualize, plan, and implement a formal research project using standard research methodology. To assess students' learning outcome, students prepare a paper analyzing a business scenario. In the fall of 2019, 31 of 32 students met the criterion while 28 of 29 students met the criterion in the spring of 2020. The instructor will continue with this assessment as students apply what they learn in the course.

For both Fall of 2019 and Spring of 2020, all the students assessed met at 100% the criterion for the second means of assessment. A SWOT Analysis is primordial in Case Analysis and the students learn this very early on in the strategy class. Even though this outcome is being achieved, it will be maintained for some time to come.

### **Student Learning Outcome 2:**

Students will apply quantitative analysis to business situations.

### **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 BFIN 6070 Managerial Finance.

Criterion measure: 80% or better = meets the outcome.

### **Summary of Data:**

BFIN 6070 (SLO2 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2019	38	37	1	97.4%
Spring 2020	18	16	2	88.9%
Total	56	53	3	94.6%

### **Second Means of Assessment for Outcome 2:**

Quiz on the computation and interpretation of numerical measures used in descriptive statistics in MGMT 6010 Quantitative Methods.

Criterion measure: 80% or better = meets the outcome.

### **Summary of Data:**

MGMT 6010 (SLO2 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2019	60	60	0	100.0%
Spring 2020	30	30	0	100.0%

Total	90	90	0	100.0%
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### **Third Means of Assessment for Outcome 2:**

Final score on the Business Strategy Game in MGMT 6890 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 6890 (SLO2 MOA3) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2019	22	17	5	77.3%
Spring 2020	35	27	8	77.1%
Total	57	44	13	77.2%

### **Interpretation of Results for Outcome 2:**

The criterion for the first means of assessment was met in both semesters. The result in Spring 2020 was slightly less than Fall 2019, but by not much. The instructor will monitor the assessment process in case there is a big anomaly.

Students assessed in MGMT 6010 met the criteria at 100% in Fall 2019 and Spring 2020. It is recommended that in future assessments the means of assessment be modified to examine other perspectives of the course. For example, instead of one quiz in the course being assessed, perhaps the comprehensive final exam in the course might be a more insightful means of assessment.

For the thirds means of assessment, the results were 77.3% in Fall 2019 and 77.1% in Spring 2020. The Capsim simulation is not an easy game and the results are indicative of the level of difficulty. For now, the department will maintain the game while looking for alternatives.

### **Student Learning Outcome 3:**

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

#### **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 6390 Law and Ethics in Business.

Criterion measure: 80% or better = meets the outcome.

### **Summary of Data:**

BLAW 6390 (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 2019	11	9	2	81.8%
Spring 2020	29	27	2	93.1%
Total	40	36	4	90.0%

### **Second Means of Assessment for Outcome 3:**

Score from decision making analysis assignment in MGMT 6210 Business and Society.  
Criterion measure: 75% of students will score 80% or better = meets the outcome.

### **Summary of Data:**

MGMT 6210 (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 2019	52	21	31	40.4%
Spring 2020	29	13	16	44.8%
Total	81	34	47	42.0%

### **Interpretation of Results for Outcome 3:**

For the first means of assessment, in both the Fall of 2019 and Spring of 2020, 81.8% and 93.1% of the students met the outcome with just 2 students in each semester falling short. The main reason for this is students failing to complete assignments or exams. In general, when students are not distracted by other outside work, this outcome tends to be achieved by even higher percentages. This is no need for a change in this outcome now.

MGMT 6210 Business and Society is taught twice during the semester in an 8-week format. When the course was taught by Dr. Zollner (fall 2019), students assessed various ethical dilemmas. To fulfill the requirement of this assessment, students evaluated a case called "Slavery in the Chocolate Industry." Although 29 students enrolled in the course, only 25 students completed the assignment, which means 25 students were evaluated. All 25 students assessed met the criterion.

Making decisions following a specific framework provided by the instructor has constantly been a problem for students no matter who the instructor is as indicated particularly in the Fall of 2019 when 2 different professors taught the course. Even though examples are provided for students to follow, very few want to follow the examples resulting in the low percentage of students meeting this outcome. This was also the case as reported in the Spring of 2020. This assessment is challenging to students and as of now, we feel that it should be maintained.

