

**Assessment Report
Fall 2019 – Spring 2020**

Business Graduate: Entrepreneurship 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:

Students will explain how entrepreneurs and businesses innovate, plan and execute projects.

Traits Specifically Linked to Student Learning Outcome 1:

Mastery of Content, Knowledge and Skills
Effective Communication Skills
Critical and Reflective Thinking Skills
Effective Use of Technology
Qualitative or Quantitative Analysis
Teamwork

First Means of Assessment for Outcome 1:

Score on reaction paper in which students will analyze an entrepreneurial case study in business and technology current events in MGMT 5310 Entrepreneurial Forum.

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

Summary of Data:

MGMT 5310 (SLO1 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2020	7	7	0	100.0%
Total	7	7	0	100.0%

Second Means of Assessment for Outcome 1:

Presentations of entrepreneurial cases in business and technology current events in MGMT 5310 Entrepreneurial Forum.

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

Summary of Data:

MGMT 5310 (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 2020	7	7	0	100.0%

Total	7	7	0	100.0%
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Interpretation of Results for Outcome 1:

The examination of 'real-world' case studies is critical to the understanding of entrepreneurship. The ability to think about and discuss successes and failures in entrepreneurship helps to sharpen student creativity and craft their business acumen. Students scored an average of 100% in this means of assessment for the Spring 2020 academic year. Thus, the instructor will continue to monitor this assessment.

Student Learning Outcome 2:

Students will identify concepts of project planning and organization, budgeting/control, and project life cycles.

Traits Specifically Linked to Student Learning Outcome 2:

Mastery of Content, Knowledge and Skills
 Effective Communication Skills
 Critical and Reflective Thinking Skills
 Effective Use of Technology
 Qualitative or Quantitative Analysis

First Means of Assessment for Outcome 2:

Case study in BMIS 5800 Project Management.

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

Summary of Data:

BMIS 5800 (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	14	14	0	100.0%
Spring 2020	9	9	0	100.0%
Total	23	23	0	100.0%

Second Means of Assessment for Outcome 2:

Final exam in BMIS 5800 Project Management.

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

Summary of Data:

BMIS 5800 (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	14	14	0	100.0%
Spring 2020	9	9	0	100.0%
Total	23	23	0	100.0%

Interpretation of Results for Outcome 2:

A detailed understanding of the phases of a project life cycle is critical for successful project management. Furthermore, a successful project manager must factor in the roles of stakeholders, contributors, budget, and timeline into the project life cycle. Students scored an average of 100% during the Fall 2019/Spring 2020 academic year on this means of assessment. Thus, given the importance of this topic in project management, the instructor will continue monitoring this assessment.

Student Learning Outcome 3:

Students will analyze complex marketing problems and marketing information to develop marketing strategies.

Traits Specifically Linked to Student Learning Outcome 3

Mastery of Content, Knowledge and Skills
Effective Communication Skills
Critical and Reflective Thinking Skills
Effective Use of Technology
Qualitative or Quantitative Analysis
Teamwork

First Means of Assessment for Outcome 3:

Exam scores in MKTG 6510 Managerial Internet Marketing Strategies.

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

Summary of Data:

MKTG 6510 (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	26	25	1	96.2%
Spring 2020	17	16	1	94.1%
Total	43	41	2	95.3%

Second Means of Assessment for Outcome 3:

Comprehensive marketing project in MKTG 6510 Managerial Internet Marketing Strategies.

Criterion Measure: 75% of students will earn an 80% or better = meets the outcome.

Summary of Data:

MKTG 6510 (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	26	25	1	96.2%
Spring 2020	17	16	1	94.1%
Total	43	41	2	95.3%

Interpretation of Results for Outcome 3:

Marketing is imperative for entrepreneurial success. Students were overwhelmingly successful at demonstrating their ability to apply marketing concepts to develop strategies in the entrepreneurial setting.