

**Assessment Report
Fall 2020 – Spring 2021**

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 2020	28	26	2	92.9%
Spring 2021	27	27	0	100.0%
Total	55	53	2	96.4%

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 2020	23	23	0	100.0%
Spring 2021	38	38	0	100.0%
Total	61	61	0	100.0%

Interpretation of Results for Outcome 1:

In MGMT 6040 Research Methods, students conceptualize, plan, and implement a formal research project using standard research methodology. Students prepare a paper analyzing a business scenario. In the fall of 2020, 26 of 28 students met the criterion while all 27 students enrolled in the course met the criterion in the spring of 2021. The instructor will continue with this assessment as students apply what they learn in the course. This assignment helps student develop the skills needed in the business world.

Both for the Fall of 2020 and the Spring of 2021, the outcome was met at 100%. At this time, there is no need for further action.

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 2020	27	26	1	96.3%
Spring 2021	31	30	1	96.8%
Total	58	56	2	96.6%

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 2020	40	40	0	100.0%
Spring 2021	45	45	0	100.0%
Total	85	85	0	100.0%

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 2020	25	23	2	92.0%
Spring 2021	38	36	2	94.7%
Total	63	59	4	93.7%

Interpretation of Results for Outcome 2:

Almost identical percentage of students met the criterion. The results were an improvement over the previous year. The students who did not meet the criterion in both semesters were the ones who did not complete the assignments related to capital budgeting.

Students assessed in MGMT 6010 met the criteria in Fall 2020 and Spring 2021. It is recommended that in the future, 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 both the Fall of 2020 and the Spring of 2021, the results exceeded 80% which meant students met the outcome. The hope is to get all students to the 100% level and maintain.

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
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Fall 2020	28	24	4	85.7%
Spring 2021	29	26	3	89.7%
Total	57	50	7	87.7%

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 2020	28	12	16	42.9%
Spring 2021	29	13	16	44.8%
Total	57	25	32	43.9%

Interpretation of Results for Outcome 3:

Students achieved this outcome for both semesters at 85.7 and 89.7% respectively. While the goal is still 100%, some students just refuse to do some assignments or are contended with a lower grade. The goal is achievable, but it is difficult to convince all students to do all the assignments needed to achieve this outcome.

Over the years, using the decision-making framework to solve ethical dilemmas has always been challenging for some students. The problem is that some students lack the patience to follow patterns to their logical conclusions. The instructor created explanatory videos along with written examples. Still, many students ignore the examples and do different things leading to poor results. Because this outcome is challenging, the recommendation is to keep the outcome at this time.