

**Assurance of Student Learning
2018-2019**

Gordon Ford College of Business

Master of Business Administration

057

Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.

Student Learning Outcome 1: The student will achieve competency in business discipline areas.

Instrument 1	ETS Field Exam
Instrument 2	
Instrument 3	

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.	Met	Not Met
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Student Learning Outcome 2: The student will achieve competency in oral communication.

Instrument 1	Graded team presentations
Instrument 2	
Instrument 3	

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.	Met	Not Met
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Student Learning Outcome 3: The student will achieve competency in written communication.

Instrument 1	Graded Case Study Analysis Papers
Instrument 2	
Instrument 3	

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.	Met	Not Met
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Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)

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Student Learning Outcome 1

Student Learning Outcome	The student will achieve competency in the business discipline areas.		
Measurement Instrument 1	NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required. Students are required to complete the ETS Field Exam. (Nationally-normed business field test, direct measure).		
Criteria for Student Success	Students are expected to perform at or above the 50 th percentile on each testing area of the exam.		
Program Success Target for this Measurement	80% of students	Percent of Program Achieving Target	XX%
Methods	Students are required to complete the ETS Field Exam during the Capstone course, taken in the last semester of the program. Students for this period completed this text in a proctored environment, using a computer-based format.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.	Met	Not Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)		
<p>The Exam results indicated need for a curriculum review for Marketing and Organizational Behavior courses. Feedback sessions were conducted with students to gather their input. Faculty reviewed course design and recommended a realignment of objectives for these courses to meet expected standards. The program will also define technology-related teaching methodologies for courses to improve instruction. Electronic labs, commonly used for undergraduate courses, have not been effective for graduate students (as suggested by feedback).</p>		
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)		
Results will be compared to Summer 2020 ETS results to gage improvement in these areas.		

Student Learning Outcome 2

Student Learning Outcome	The student will achieve competency in oral communication.		
Measurement Instrument 1	NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required.		
Criteria for Student Success	Students will successfully complete a professional business presentation, demonstrating appropriate oral communication techniques (preparedness, voice quality, polished body language) supported with high quality visual aids.		
Program Success Target for this Measurement	Score of 80% or better	Percent of Program Achieving Target	100%
Methods	Students are required to work in teams, complete a team assignment, and make a formal presentation for evaluation.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.		Met	Not Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			

Student Learning Outcome 3

Student Learning Outcome	The student will achieve competency in written communication.		
Measurement Instrument 1	NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required.		
Criteria for Student Success	Students case analysis papers.		
Program Success Target for this Measurement	Students will demonstrate written communication competency by scoring 80% on case analysis papers in BA 590 Strategy course.	Percent of Program Achieving Target	80%
Methods	Students prepare a case analysis paper on an assigned topic. To successfully complete the assignment, the student must research and analyze the topic and prepare a cohesive written analysis. Evaluation of the assignment includes structure, content, and documentation.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.			Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			Not Met
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			

