| Assurance of Student Learning Report 2023-2024 | | |
|---|---|---|
| *Gordon Ford College of Business* | *Business Administration (Dean's Office)* | |
| MBA 057 | | |
| *Replace this with the program director and/or assessment coordinator* | | |
| ***Is this an online program***? X☐ Yes ☐ No | Please make sure the Program Learning Outcomes listed match those in CourseLeaf . Indicate verification here XX☐ Yes, they match! (If they don't match, explain on this page under **Assessment Cycle**) | |

**\*\*\* Please include Curriculum Map as part of this document (at the end), NOT as a separate file.**

| *Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages. Add more Outcomes as needed.* | | |
|---|---|---|
| **Program Student Learning Outcome 1:** Understand concepts, theories, tools, and practices of the different functions of business administration. | | |
| **Instrument 1** | **Body of Knowledge Exams for applicable certificates (Enterprise Management, Suppy Chain Management)** | |
| **Instrument 2** | | |
| **Instrument 3** | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 1.** | ☐ **Met** | **X☐ Not Met** |
| **Program Student Learning Outcome 2:** Demonstrate data analysis and communication skills | | |
| **Instrument 1** | **Case Analysis for Business Strategy** | |
| **Instrument 2** | | |
| **Instrument 3** | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 2.** | **X☐ Met** | ☐ **Not Met** |
| **Program Student Learning Outcome 3:** Solve problems and make decisions for a business challenge or opportunity | | |
| **Instrument 1** | **Application Paper** | |
| **Instrument 2** | | |
| **Instrument 3** | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 3.** | **X☐ Met** | ☐ **Not Met** |
| **Program Student Learning Outcome 4:** Students will apply quantitative models to solve business problems | | |
| **Instrument 1** | **Case Analysis for Business Strategy** | |

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|---|---|---|
| **Instrument 2** | | |
| **Instrument 3** | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 4.** | ☐ **Met X Not Met** | |
| **Program Student Learning Outcome 5:**<br>Students will demonstrate oral and communication skills in the business context. | | |
| **Instrument 1** | **Oral Presentation for Business Strategy and/or Certificate Specific Course** | |
| **Instrument 2** | | |
| **Instrument 3** | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 5.** | X☐ **Met** | ☐ **Not Met** |

# Program Student Learning Outcome 1

| | |
|---|---|
| **Program Student Learning Outcome** | Understand concepts, theories, tools, and practices of the different functions of business administration. |
| **Measurement Instrument 1** | **Each certificate has a written graduate Body of Knowledge exam. Each exam draws from the key concepts, theories, tools and practices of the business administration field that is the focus of the certificate program.** |
| **Criteria for Student Success** | *For each certificate, students will master the body of knowledge exam at 80% or above.* |

| **Program Success Target for this Measurement** | 80% of students will master the body of knowledge exam at 80% or above. | **Percent of Program Achieving Target** | 100% of the students achieved 80% or above fro Executive Decision Making and Enterprise Management certificates. Supply Chain had 0% of students at 80% or above. (Scores: 60% and 56%) |
|---|---|---|---|
| **Methods** | For the 2023-24 cycle, we used all the data for the students completing each certificate program. Students enrolled in a zero-credit course and completed requirements for the applicable certificate. The zero credit courses are administered in Blackboard – and the exams are password protected and timed. | | |
| **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** | | | |

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| **Based on your results, highlight whether the program met the goal Student Learning Outcome 1.** | X☐ Met | ☐ Not Met |

| Program Student Learning Outcome 2 | | | |
|---|---|---|---|
| **Program Student Learning Outcome** | Demonstrate data analysis and communication skills | | |
| **Measurement Instrument 1** | **Case Analysis for Business Strategy** | | |
| **Criteria for Student Success** | Students will earn an 80% of better on the Case Study rubric for Data Analysis ad Communication Skills | | |
| **Program Success Target for this Measurement** | 80% of students will earn 80% or better | **Percent of Program Achieving Target** | 100% |
| **Methods** | The Case Analysis for Business Strategy is administered in the zero-credit Assessment course.  The zero credit course is administered in Blackboard. | | |
| **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.** | | X☐ Met | ☐ Not Met |

| Program Student Learning Outcome 3 | |
|---|---|
| **Program Student Learning** | Solve problems and make decisions for a business challenge or opportunity |

| Outcome | |
|---|---|
| **Measurement Instrument 1** | **Application Paper** |
| **Criteria for Student Success** | Student must score 80% of above on rubric. |

| **Program Success Target for this Measurement** | 80% of students must meet expectations on rubric | **Percent of Program Achieving Target** | 100% |
|---|---|---|---|
| **Methods** | Students will complete a case paper as part of the zero credit assessment course. | | |
| **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. | X☐ **Met** | ☐ **Not Met** |
|---|---|---|
| | | |

| **Program Student Learning Outcome 4** | | | |
|---|---|---|---|
| **Program Student Learning Outcome** | Students will apply quantitative models to solve business problems. | | |
| **Measurement Instrument 1** | **Case Analysis Paper** | | |
| **Criteria for Student Success** | Student must achieve 80% or better on the Rubric for the Case Analysis | | |
| **Program Success Target for this Measurement** | 80% of students | **Percent of Program Achieving** | 67% |

| | | Target | |
|---|---|---|---|
| **Methods** | | | |
| **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 4.** | | X☐ **Met** | ☐ **Not Met** |

| Program Student Learning Outcome 5 | | | |
|---|---|---|---|
| **Program Student Learning Outcome** | | | |
| **Measurement Instrument 1** | **Oral Presentation for Business Strategy and/or Certificate Specific Course** | | |
| **Criteria for Student Success** | Student must score 80% or better on the Oral Communication rubric | | |
| **Program Success Target for this Measurement** | 80% or better | **Percent of Program Achieving Target** | 100% |
| **Methods** | Artifacts were collected from BA 560 (in the Enterprise Mgt certificate) for Spring 24 and evaluated with Oral Communication rubric. | | |
| **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 5.** | | X☐ **Met** | ☐ **Not Met** |

| Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward) |
|---|
| **Results**: The new Stackable MBA was offered for the first time in Fall 2024. The program's design includes student selection of two 12-hour certificates from Enterprise Management, Executive Decision Making, Supply Chain, Business Data Analytics, or Cybersecurity. In addition to the two 12-hour certificates, students also select an elective and complete BA 590, the Business Strategy course. We have created zero credit assessment courses to house the exams, cases, and other evaluation instruments. The 2023-24 cycle was a time to develop and align the instruments and overall process. <br><br>The first assessment process for the certificates (Executive Decision-Making N=3; Supply Chain N=2; Enterprise Management N=3) yielded the following results: Executive Decision Making = 100% of students achieved program goal; Supply Chain = 0% achieved program goal; and Enterprise Management = 100% achieved program goal). For the overall MBA assessment, 67% met the overall program. <br><br>**Conclusions**: Overall, the instruments were validated by faculty and the students performed achieved targets. The first learning take-away for the process was more communication is needed to the students about why, how, and when they should complete the assessment courses. The second take-away is work is needed to better align the Supply Chain curriculum and assessment process. Finally, the assessment for the MBA Final case should be reviewed, with rubric criteria calibrated, as needed. <br><br>**Plans for Next Assessment Cycle**:  To improve on the next assessment cycle, we must improve the communication around the assessment process. We must also designate specific courses to integrate the oral communication pieces. For example, Advanced Human Resources includes a videotaped oral presentation. This course is only for the students in Enterprise Management certificate, so a student may not complete that assignment. However, there are other assignments that include a taped oral presentation – and those must be collected for all students to adequately measure that learning outcome. The Supply Chain Curriculum and assessment should be reviewed and modified, as needed. |

Curriculum Map

Matrix (Certificates)

|  | Department Outcome/Goal: | College Outcome/Goal: |
|---|---|---|
| PLO 1: | MBA graduates will demonstrate understanding of knowledge in relevant business disciplines | Discipline Knowledge |
| PLO 2: | Graduates will effectively analyze business data using modern techniques and tools and generate effective solutions to organizational problems | Qualitative Reasoning |
| PLO 3: | Graduates will effectively analyze business data using modern techniques, present quantitative data and analysis and communicate in an effective manner. | Quantitative Reasoning |
| PLO 4: | Graduates will be able to effectively communicate with others on a project, in a team environment by using the appropriate written and/or oral communications | Teamwork/Communication |

|  | Supply Chain | Ent Mgt | Exe Dec | BDAN | Cyber |
|---|---|---|---|---|---|
| PLO 1: | I,D | I,D | I, D | D | D |
| PLO 2: |  | D | D |  |  |

| | | | | | |
|---|---|---|---|---|---|
| PLO 3: | D | D | | | |
| PLO 4: | D | M | M | D | |