

Department/Unit Business Administration College/School School of Management

**Outcomes Assessment Implementation Summary
Master of Business Administration (MBA)**

	Academic Year		
	2007-08	2008-09	2009-10
Assessment information collected	<p>(1) The ETS exam was administered in BA690 (Corporate Strategy).</p> <p>(2) For the first time the Watson-Glaser test and Critical thinking exam were administered in the summer special topics MBA course.</p>	<p>(1) Oral presentations from AIS 673 (Technology Management) were recorded and assessed.</p> <p>(2) Writing assignments from BA643 (Marketing Management) and BA690 (Corporate Strategy) were collected and assessed.</p> <p>(3) Ethic case studies were administered and collected from BA607 (Human Resources Management).</p> <p>(4) ETS exam was given in BA690 (Corporate Strategy).</p>	<p>(1) Communication Written: Writing samples were collected from BA 643 (Marketing Management), BA 683 (Advanced Topics in Marketing), and BA 690 (Corporate Strategy).</p> <p>(2) Communication Written: Oral presentations were filmed in AIS 673 (Technology Management).</p> <p>(3) Professionalism: Case study given in BA 607 (Human Resources Management).</p> <p>(4) Business Principles: The ETS exam is given each year to all of the MBA students in their last year of the program.</p>
Conclusions drawn from the information collected above and how are faculty collectively involved in drawing conclusions	<p>(1) Students scored very well in relation to the national average. There was some potential concern on the subject matter in relation to professionalism and ethical awareness. It was decided to expand the MBA's learning goals from three to four by adding the Business Ethics. This decision was also based on the AOL Faculty retreat on April 26, 2008.</p> <p>(2) The Watson-Glaser test was discussed by the MBA committee but no conclusions were drawn. It was decided to give the test again and to perform more research about how to use the results of the exam.</p>	<p>(1 and 2) Students should be encouraged to use the UAF Writing Center and Speaking Center. A Fatal Error Policy will be developed for MBA students.</p> <p>(3) The Ethics case needs to be redeveloped.</p> <p>(4) SOM MBA students continued to perform well in this exam.</p> <p>All conclusions were drawn from MBA AOL Committee discussion and in consultation with all MBA faculty.</p>	<p>Faculty met in Spring 2010 for a day-long Assurance of Learning retreat that focused on Assessment. It was determined that students were not achieving written communication at a minimally acceptable level but they were for the oral communication level. The students fell far short on the Watson-Glaser test for Problem Solving, exceeded the minimal standards in Professionalism and scored very well on the ETS exam for Business Principles.</p>

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<p>Curricular changes resulting from conclusions drawn above</p>	<p>In general, although not through curriculum changes, SOM changed the way it approached assessment after a mandatory AOL faculty retreat/workshop was held in the Spring 2008 semester with guest lecturer Dr. Douglas Eider (AACSB AOL workshop presenter). Dr. Eider met individually with all SOM programs and with both AOL committees to provide guidance on AACSB and AOL. Additionally, he presented a one-day seminar for the faculty and staff on best practices in AOL.</p> <p>From this retreat, new committee structures were developed. For the MBA Program, the new committee that was formed was the MBA Curriculum & Assurance of Learning which is chaired by the MBA Director, advised by the newly formed Assurance of Learning (AOL) advisor, and attended by the Associate Dean and all MBA faculty.</p> <p>(1) The MBA Program started using the 7-week course format to address potential prerequisite concerns arising from the current and previous year's ETS exam results.</p> <p>(2) None.</p>	<p>(1) and (2) All MBA course syllabi were required to incorporate information on students using UAF Writing and Speaking Centers. They state that all students are <i>strongly</i> encouraged to attend these centers.</p> <p>(3) The Ethics in-house case will be redeveloped.</p> <p>(4) Nothing changed.</p>	<p>(1) Communication Written: Using the Fatal Error Policy in all MBA courses.</p> <p>(2) Communication Oral: Encouraging students who have difficulties with classroom presentations to visit the UAF Speaking Center.</p> <p>(3) Problem Solving: Continue to refine the use of the Watson Glaser test. Develop rubrics to assess business and marketing plans. Reactivate BA698 (Research) for further engaging MBA students with real world projects.</p> <p>(4) Professionalism: Dr. Berry is developing a case on Corporate Governance in Acct 605 (Advanced Cost Accounting and Controllershship).</p> <p>(5) Business Principles: Continue use of the ETS Exam. Replaced BA675 (Quantitative Method for Managers) with ACCT 605 (Contemporary Topics in Accounting) in the MBA program.</p>
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