

# Student Learning Outcomes Assessment Summary

## *Masters of Business Administration, MBA*

*School of Management*

AY 2013-14

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### **1. Assessment information collected**

#### **A. Communication:**

- i. Written: Writing samples were collected MBA 605 (Contemporary Concepts in Accounting), MBA 643 (Marketing Management), MBA 673 (Technology Management), MBA 683 (Advanced Topics in Marketing), MBA 690 (Corporate Strategy) and/or 691 (Advanced Topics in Business).
- ii. Oral: Presentations were recorded in MBA 617 (Organizational Theory for Managers), MBA 620 (Portfolio Theory and Asset Pricing), MBA 643 (Marketing Management), MBA 683 (Advanced Topics in Marketing) and/or MBA 690 (Corporate Strategy).

#### **B. Critical Thinking: The Watson Glaser test was administered in MBA 675 (Quantitative Method for Managers).**

#### **C. Professionalism: Business Practice Questionnaire (BPQ) and Attitudes Toward Business Ethics Questionnaire (ATBEQ) were administered in MBA 617 (Organizational Theory for Managers).**

#### **D. Business Principles:**

- i. Technical Knowledge General Business. The ETS Major Field exam was given each spring semester in MBA 690 (Corporate Strategy).
- ii. Technical Knowledge Planning: Class projects were collected from MBA 643 (Marketing Management), MBA 673 (Innovation Management) and MBA 683 Advanced Topics in Marketing.

**Note** Data is collected every semester, assessment every other year. This year **Communication** and **Business Principles** were assessed

## 2. Conclusions drawn from the collected information summarized above

**Communication** and **Business Principles** were assessed.

### A. Communication

- i. Written: Writing samples are collected from a variety of MBA courses. The written work is assessed against the same rubric as the undergraduate writing but with the minimal standard that 80% of the students must meet or exceed a satisfactory level. In AY10, the MBA students did not achieve at the minimally accepted level of 80% or above as an average of the six writing components.

Three MBA courses with some of the heaviest writing requirements (MBA 643, MBA 673 and MBA 617 (Organizational Theory for Managers)) went to a fatal error policy in 2010 and also encouraged the use of the writing lab. A two-year improvement in writing scores has been promising. Ninety-percent and 83% of the students met or exceeded expectations in AY12, and AY14, respectively.

- ii. Oral: Oral presentations are recorded from a variety of courses and are is assessed against an eleven component MBA oral rubric that covers the general categories of presentation skills, visual aids and content. It is expected that at least 80% of the students will average a “met expectations” or above the oral rubric. This has been the case. In AY10 and AY12 the MBA students exactly met the accepted minimal standard of 80%. In FY14 100% achieved at the minimal level or higher.

The school is very satisfied with the progress that has been made in oral communication. A portion of the success we are seeing in oral communication for our students is likely due to the many engagement opportunities our students have outside of classroom in addition to many speaking opportunities in the classroom.

### B. Critical Thinking

Critical thinking will next be assessed in FY15

### C. Professionalism

Professionalism will next be assessed in FY15

### D. Business Principles

- i. General Business: Technical knowledge in the MBA program has been primarily tested using the Educational Testing Service (ETS) business field exam. The test is administered in the graduate capstone course MBA 690 (Corporate Strategy)

which is required of all MBA students. In AY11, the School of Management students scored at the 54<sup>th</sup> percentile in comparison to other students taking the exam and in AY13 they were at the 58<sup>th</sup> percentile. In comparison to other business schools, SOM placed at the 50<sup>th</sup> percentile in AY11 and at the 63<sup>rd</sup> percentile in AY13. These scores are lower than the time period from Spring 2005 to Spring 2009 where SOM students averaged at the 66<sup>th</sup> percentile and the school averaged at the 74<sup>th</sup> percentile.

We believe that the recent dip in scores is largely due to a rapid expansion of the program over the last five years. For example, from FY06 to FY13 the number of MBA students increased from 21 to 71. The increase in graduates has gone from 5 in FY06 to 28 in FY13. Because of the greatly increased number of MBA students, partly due to the expansion of the qualifying student base, we did note a decrease in average quality both from reports from the classroom and from the ETS scores.

- ii. Planning: In addition to the ETS exam, in AY12 we started assessing final class projects including marketing and business plans. All students have exceeded the minimal goal that students will average at least 80% across seven graded components of the business plan rubric and the eight components of the marketing plan rubric with the most recent assessments (2014) showing 91% of the marketing plans and all of the business plans meeting minimal standards.

### **3. Curricular changes resulting from conclusions drawn above**

Closing the Loop was performed for **Communication** and **Business Principles**.

#### **A. Communication**

- i. Written: No changes are being made at the present time
- ii. Oral: The school will continue to monitor oral communication. In the future we are going to limit assessed speeches to shorter (6-10 minutes) or medium length (12-15 minutes) speeches to coincide with what might be expected at business briefings or professional meetings. We are also going to work on our collection process for online courses.

#### **B. Critical Thinking**

Critical thinking will next be assessed in FY15

### C. Professionalism

Professionalism will next be assessed in FY15

### D. Business Principles

- i. General Business: We have responded to the declining ETS scores by hiring a full-time MBA staff advisor who is qualified to help us both manage the program and to help us make improvements. The MBA staff person has helped us on several fronts including recruiting and the monitoring of student progress. In addition, we are doing a more thorough job of holding to our catalog-stated minimum requirements, requiring GMAT or GRE for applicants below the minimum GPA threshold and not admitting students with lower credentials. For the AY15 academic year we have streamlined the admission wording, removing some exceptions and loopholes making the entrance requirements clear.
- ii. Planning: The MBA AOL Committee met and decided to broaden this assessment to include other major course reports, such as innovation projects, starting in FY15

## **4. Identify the faculty members involved in reaching the conclusions drawn above and agreeing upon the curricular changes resulting**

All the MBA changes were addressed by the MBA Assurance of Learning Committee which consists of:

Liz Ross, Chair  
Nicole Cundiff  
Lily Dong  
Greg Goering  
Chow Chee Han  
Ping Lan  
Anita Hughes (AOL Support)