

UNIVERSITY OF ALASKA FAIRBANKS
Student Learning Outcomes Assessment Plan
 School of Management
Master of Business Administration (MBA)
 2018-2019

SOM MISSION: The School of Management provides a high quality education that prepares students for professional success in meeting the challenges facing businesses in Alaska and around the world.

SOM VISION: The School of Management will be recognized for high-quality educational programs, hands-on educational opportunities for students, service to the community and accomplished teaching and research faculty. The School of Management strives to be acknowledged as the premier business school in Alaska.

Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
<p>1. Communication</p> <p>1a. Written: Students should be able to:</p> <p>(i). produce high-quality professional communications on technical issues/topics for internal and/or external audiences</p> <p>1b. Oral: Students should be able to:</p> <p>(ii). produce high-quality professional presentations using various modes of technology on technical issues/topics for internal and/or external audiences</p>	<p>1a. Written Instruments: Various written assignments.</p> <p>(i). The writing rubric covers 6 components.</p> <p><u>Min. Standard:</u> 80% of students need to meet or exceed expectations.</p> <p>1b. Oral Instruments: Various oral presentations.</p> <p>(ii). The oral rubric covers 3 components, with a combined 11 sub-categories.</p> <p><u>Min. Standard:</u> 80% of students need to meet or exceed expectations.</p>	<p>1a. Writing samples are collected from a variety of courses that, depending on year, may include MBA 605 (Contemporary Concepts in Accounting), MBA 617 (Organizational Theory for Managers), MBA 643 (Marketing Management), MBA 673 (Technology Management), MBA 683 (Advanced Topics in Marketing), MBA 690 (Corporate Strategy) and/or MBA 691 (Advanced Topics in Business).</p> <p>1b. Oral presentations are recorded from a variety of courses that, depending on year, may include 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).</p> <p>Data will be collected every semester and assessed every other year by AOL committee.</p>
<p>2. Critical Thinking</p> <p>2a. General: Students should be able to:</p> <p>(i). explore issues, ideas, and events comprehensively before accepting or formulating an opinion or conclusion</p>	<p>2a. General Instrument: Written component only of an oral/written presentation.</p> <p><u>Rubric:</u> The critical thinking rubric covers 5 components.</p> <p><u>Min. Standard:</u> 80% of students need to achieve an average score of 3 or above.</p>	<p>2a. General knowledge will be assessed using presentations collected in MBA 690 (Corporate Strategy).</p> <p>Data will be collected every semester and assessed every other year by AOL committee.</p>

Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
<p>3. Professionalism</p> <p>3a. General: Students should be able to:</p> <p>(i). recognize and interpret the ethical responsibility of business and the business world and the professional execution of those responsibilities</p>	<p>3a. General Instrument: Business Practice Questionnaire (BPQ).</p> <p><u>Rubric:</u> The BPQ consists of 15 scenarios rated on a scale from 1-5.</p> <p><u>Min. Standard:</u> 70% of students need to achieve a score of 75% or above.</p>	<p>3a. General knowledge will be assessed using the BPQ, administered in MBA 617 (Organizational Theory for Managers).</p> <p>Data will be collected every semester and assessed every other year by AOL</p>
<p>4. Business Principles</p> <p>4a. General: Students should be able to:</p> <p>(i). demonstrate an understanding of business concepts related to marketing, management, finance, managerial accounting, and strategy integration</p> <p>4b. Planning: Students should be able to:</p> <p>(ii). interpret and/or prepare comprehensive reports that may include, but are not limited to, marketing plans, business plans and innovation projects</p>	<p>4a. General Instrument: Educational Testing Service (ETS) business exam.</p> <p><u>Rubric:</u> Number of correct answers.</p> <p><u>Min. Standard:</u> Students average at or above the 50th percentile.</p> <p>4b. Planning Instruments: Class projects that may including marketing and/or business plans and presentations.</p> <p><u>Rubric:</u> The rubrics consist of 7-8 components depending on the nature of the final project.</p> <p><u>Min. Standard:</u> 80% of students need to meet or exceed satisfactory expectations.</p>	<p>4a. General knowledge will be assessed using the ETS exam administered in MBA 690 (Corporate Strategy).</p> <p>4b. Planning knowledge will be assessed using class projects collected from a variety of courses that, depending on year, may include MBA 643 (Marketing Management), MBA 673 (Innovation Management) and MBA 683 (Advanced Topics in Marketing).</p> <p>Data will be collected every semester and assessed every other year by AOL committee.</p>