

# Assessment: Assessment Plan

## Degree Program - COB - SACSCOC/AACSB - General Business (MBA)

**CIP Code:** 52.0201.00

**Disciplinary Accrediting Body:** AACSB

**Next Accrediting Agency Review:** 2022

**Degree Program Coordinator:** Mayukh Dass

**Degree Program Coordinator Email:** mayukh.dass@ttu.edu

**Degree Program Coordinator Mail Stop:** 2101

**Assessment Coordinator:** Claudia Cogliser

**Modality:** Fully Online (86-99% Online), Face-to-Face, Hybrid/Blended, Off Campus Face-to-Face

**Assessment Timeline:** Accreditation under the Association to Advance Collegiate Schools of Business (AACSB) is based on a 5-year cycle. Assurance of Learning (assessment of student learning outcomes) is an important part of AACSB accreditation, and all of our degree programs have assessment plans for AACSB. At the graduate level, AACSB and SACSCOC assessment plans are identical. At the undergraduate level, AACSB focuses their review on degree programs. SACSCOC focuses their review on the academic major. Despite this difference, we have coordinated our assessment plans and implementation so that data for AACSB and SACSCOC are collected at the same time and in the same manner. Thus, our SACSCOC data will be reported using the same timeframe as AACSB. Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

### Student Learning Outcome: Critical thinking: Identify and analyze problems and propose reasonable solutions across business disciplines.

Students will integrate functional knowledge to analyze business problems and to propose plausible solutions.

**Outcome Status:** Active

**Start Date:** 09/01/2018

### Assessment Methods

MGT 5391 case analysis evaluated by faculty committee using the RCOBA Critical Thinking and Problem Solving Rubric. (Active)

**Schedule:** Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

**Exam** - Scores from all questions on the MBA Business Knowledge Test administered at the end of the MGT 5391 capstone class. (Active)

**Criterion:**

15% (or fewer) of students will have a score of < 50% correct.

75% of students of students will have a score 50% correct to 75% correct.

10% of students (or more) will have a score higher than 75%.

**Schedule:** Fall/Spring/Summer terms. Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

### Related Courses

**ACCT 5301** - Financial and Managerial Accounting - (E - Emphasis)

# Degree Program - COB - SACSCOC/AACSB - General Business (MBA)

**BLAW 5390** - Legal, Regulatory, Ethical Environment of Business - (E - Emphasis)

**FIN 5320** - Financial Management Concepts - (R - Reinforce)

**ISQS 5330** - Decision Theory and Business Analytics - (E - Emphasis)

**ISQS 5331** - Information Technology and Ops Management - (E - Emphasis)

**ISQS 5345** - Statistical Concepts for Business and Management - (E - Emphasis)

**MGT 5371** - Managing Organizational Behavior and Organizational Design - (R - Reinforce)

**MGT 5372** - Leadership and Ethics - (I - Introduce)

**MKT 5360** - Marketing Concepts and Strategies - (E - Emphasis)

**MKT 5391** - Strategic and Global Management (Capstone) - (E - Emphasis)

## Student Learning Outcome: Ethics: Identify and propose solutions to ethical dilemmas and legal and social issues.

Students will recognize, explain and propose solutions relevant to ethical consequences of business decisions.

**Outcome Status:** Active

**Start Date:** 09/01/2018

### Assessment Methods

**Case Studies** - MGT 5372 ethics assignment evaluated by two faculty committee raters using the RCOBA Ethical Reasoning Rubric. (Active)

**Criterion:**

Does not meet expectations: less than 56% score on assignment (15% of students will not meet expectations)

Meets expectations: Between 56% and 75% score on assignment (75% of students will meet expectations)

Exceeds expectations: Greater than 75% on assignment (10% of students will exceed expectations)

**Schedule:** Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period according to AACSB accreditation requirements.

### Related Courses

**ACCT 5301** - Financial and Managerial Accounting - (I - Introduce)

**BLAW 5390** - Legal, Regulatory, Ethical Environment of Business - (E - Emphasis)

**FIN 5320** - Financial Management Concepts - (I - Introduce)

**ISQS 5330** - Decision Theory and Business Analytics - (I - Introduce)

**ISQS 5331** - Information Technology and Ops Management - (I - Introduce)

**ISQS 5345** - Statistical Concepts for Business and Management - (R - Reinforce)

# Degree Program - COB - SACSCOC/AACSB - General Business (MBA)

**MGT 5372** - Leadership and Ethics - (E - Emphasis)

**MKT 5391** - Strategic and Global Management (Capstone) - (R - Reinforce)

## Student Learning Outcome: Leadership and Management: Understand concepts of leading diverse people and demonstrate the leadership skills required for managerial roles in organizations.

Students will be able to demonstrate how organizational behaviors, including leadership, influence business contexts.

**Outcome Status:** Active

**Start Date:** 09/01/2018

### Assessment Methods

Scores from leadership questions on the MBA Business Knowledge Test administered each semester in MGT 5391. (Active)

**Schedule:** Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

### Related Courses

**BLAW 5390** - Legal, Regulatory, Ethical Environment of Business - (R - Reinforce)

**FIN 5320** - Financial Management Concepts - (I - Introduce)

**ISQS 5330** - Decision Theory and Business Analytics - (I - Introduce)

**ISQS 5331** - Information Technology and Ops Management - (I - Introduce)

**MGT 5371** - Managing Organizational Behavior and Organizational Design - (R - Reinforce)

**MGT 5372** - Leadership and Ethics - (E - Emphasis)

**MKT 5391** - Strategic and Global Management (Capstone) - (E - Emphasis)

## Student Learning Outcome: Teamwork: Work collaboratively in teams.

Students will work collaboratively and be reviewed by their team members with peer assessment.

**Outcome Status:** Active

**Start Date:** 09/01/2018

### Assessment Methods

**Embedded Assessments** - Everest V3 Leadership and Team Simulation using eight team effectiveness survey items in MGT 5371 Organizational Behavior course. (Active)

**Criterion:** Does not meet expectations: Scale score is less than 24 (out of 40) on eight team effectiveness survey items rated on a response format of 1=low effectiveness to 5=high effectiveness (15% of students will not meet expectations)

Meets expectations: Scale score is between 24 and 33 (out of 40) on eight team effectiveness survey items rated on a response format of 1=low effectiveness to 5=high effectiveness (75% of students will meet expectations)

Exceeds expectations: Scale score is greater than 33 (out of 40) on eight team effectiveness survey items rated on a response format of 1=low effectiveness to 5=high effectiveness (10% of students will exceed expectations)

# Degree Program - COB - SACSCOC/AACSB - General Business (MBA)

**Schedule:** Fall, Spring, and Summer terms (depending on type of MBA mode: PMBA, STEM MBA, Online MBA, and Dual MBA).

## Related Courses

**BLAW 5390** - Legal, Regulatory, Ethical Environment of Business - (R - Reinforce)

**FIN 5320** - Financial Management Concepts - (R - Reinforce)

**ISQS 5345** - Statistical Concepts for Business and Management - (I - Introduce)

**MGT 5371** - Managing Organizational Behavior and Organizational Design - (E - Emphasis)

**MGT 5372** - Leadership and Ethics - (E - Emphasis)

**MKT 5360** - Marketing Concepts and Strategies - (R - Reinforce)

**MKT 5391** - Strategic and Global Management (Capstone) - (R - Reinforce)

## Student Learning Outcome: Communication: Communicate effectively both orally and in writing.

Students will demonstrate the ability to communicate in a professional setting.

**Outcome Status:** Active

**Start Date:** 09/01/2018

## Assessment Methods

**Performance** - Evaluation of student oral presentations in MGT 5391 by two faculty raters using the RCOBA Oral Communication Rubric. (Active)

**Criterion:** --Does not meet expectations: less than 56% score on presentation (15% of students will not meet expectations)  
--Meets expectations: Between 56% and 75% score on presentation (75% of students will meet expectations)  
--Exceeds expectations: Greater than 75% on presentation (10% of students will exceed expectations)

**Schedule:** Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period according to AACSB accreditation requirements.

**Case Studies** - Evaluation of student written documents by two faculty raters using the RCOBA Written Communication Rubric. (Active)

**Criterion:**  
Does not meet expectations: less than 56% score on presentation (15% of students will not meet expectations)  
Meets expectations: Between 56% and 75% score on presentation (75% of students will meet expectations)  
Exceeds expectations: Greater than 75% on presentation (10% of students will exceed expectations)

**Schedule:** Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period according to AACSB accreditation requirements.

## Related Courses

# Degree Program - COB - SACSCOC/AACSB - General Business (MBA)

**BLAW 5390** - Legal, Regulatory, Ethical Environment of Business - (R - Reinforce)

**FIN 5320** - Financial Management Concepts - (R - Reinforce)

**ISQS 5330** - Decision Theory and Business Analytics - (I - Introduce)

**ISQS 5331** - Information Technology and Ops Management - (E - Emphasis)

**ISQS 5345** - Statistical Concepts for Business and Management - (R - Reinforce)

**MGT 5371** - Managing Organizational Behavior and Organizational Design - (E - Emphasis)

**MGT 5372** - Leadership and Ethics - (I - Introduce)

**MKT 5360** - Marketing Concepts and Strategies - (E - Emphasis)

**MKT 5391** - Strategic and Global Management (Capstone) - (R - Reinforce)