Degree Program Assessment Plan

Degree Program - COB - General Business (MBA)

CIP Code: 52.0201.00
Disciplinary Accrediting Body: AACSB International
Next Program Review: 12-13
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Student Learning Outcome: Identify and Analyze Problems

Identify and analyze problems and propose reasonable solutions.
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 09/01/2006

Assessment Methods

Course Level Assessment - Performance on a Marketing simulation in which small teams make business decisions for their company across several quarters and respond to market feedback and company performance. (Active)
Criterion: Adequate to proficient performance on the simulation's Balanced Scorecard, on average, for more than 75% of students.
Schedule: Annual

Student Projects - Individual-level project. Students must a) identify a challenge in the workplace, b) develop hypotheses regarding causes, c) gather appropriate data to test hypotheses, d) test hypotheses, e) professionally present results. (Active)
Criterion: Satisfactory performance requires effective and professional-level performance on all 5 steps of this assignment.
Schedule: Annual summary and reporting.

Student Learning Outcome: Identify and Analyze Organizational Environments

Identify the various parts of an organization and the environment and analyze how they interact.
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 09/01/2006

Assessment Methods

Case Studies - Evaluation of mastery of essential elements of the strategic environment, and how they impact decision-making. (Active)
Criterion: Professor's judgment of adequate mastery of the elements of environmental analysis and proficiency with their
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Student Learning Outcome: Leadership and Management
Lead and manage within an organization.

**Outcome Status:** Active  
**Outcome Type:** Student Learning  
**Start Date:** 09/01/2006

**Assessment Methods**

- **Course Level Assessment** - Performance on course assignments regarding the demonstration of leadership in the organization. (Active)
  - **Criterion:** Professorial evaluation of proficiency in applying concepts, formulating reasonable solutions, and addressing actual business challenges in the workplace.
  - **Schedule:** Annual

Student Learning Outcome: Ethical Solutions
Identify and propose solutions to ethical dilemmas and legal and social issues.

**Outcome Status:** Active  
**Outcome Type:** Student Learning  
**Start Date:** 09/01/2006

**Assessment Methods**

- **Survey - Student** - MBA Exit survey given to students graduating from the MBA program. (Active)
  - **Criterion:** An average response of 2.20 or higher based on a 3-point scale.

- **Course Level Assessment** - Faculty teaching Leadership & Ethics will evaluate students ability to identify dilemmas and propose ethical solutions through coursework and discussion. (Active)
  - **Criterion:** Greater than 80% of students will exceed the faculty threshold expectation for ethical identification and problem solving.
  - **Schedule:** Annual.