



DEPARTMENT OF BUSINESS

**ASSURANCE OF LEARNING REPORT
MBA STUDENTS**

FOR ACADEMIC YEAR 2010-2011

1. Introduction

This document describes the results from the assurance of learning exercises conducted for the MBA program in 2010-2011. The complete assessment plans used by the Department of Business are described in three documents: *Assessment Plan for the Undergraduate Business Program*, *MIS Major Assessment Plan*, and *Assessment Plan for the MBA Program*. Each plan identifies program level learning goals (PLLGs) that are periodically assessed. These plans also specify rubrics for the assessment, processes for performing the assessment, processes for taking action on the assessment results, and processes for updating the assessment procedures. The latest assessment plans, were discussed and approved through a series of department and advisory board meetings in the Spring 2006. The MBA plan was updated slightly in 2010 to reflect a change in PLLG 5. The assessment plans and the data generated are periodically reviewed for quality improvement.

A summary of the MBA Program Level Learning Goals follow. The starred PLLGs were assessed in 2010-2011.

***PLLG 1. The students can recognize and analyze ethical problems that occur at the strategic level of business decision making. Based on the analysis, students can choose and defend a resolution.**

PLLG 2. The students can effectively write a report on a business case study, and provide practical solutions to the problems in the case.

***PLLG 3. Each student understands and is able to apply alternative security valuation models, compute the cost of capital, and analyze the risk and return dimensions of business investment proposals.**

PLLG 4. Each student is knowledgeable in project management principles and is able to apply these principles to a practical situation.

***PLLG 5. The students will be able to formulate mathematical models of quantitative business problems and apply optimization techniques so as to be able to handle new and unfamiliar decision making situations.**

***PLLG 6. The students will be able to integrate their knowledge of concepts from different functional areas of business while analyzing and resolving a strategic level decision making problem.**

A summary of results follow.

PLLG 1. The students can recognize and analyze ethical problems that occur at the strategic level of business decision making. Based on the analysis, students can choose and defend a resolution.

Course-Embedded Activities for Assurance: Students in the MBA 752 Marketing Management course will analyze cases that include ethical elements, and submit case reports. They will also explain their analysis in a presentation to the class.

	Exemplary	Satisfactory	Unsatisfactory
Recognition of the Ethical Issue	Student's assignment identifies the ethical issue clearly, concisely, and comprehensively.	Student's assignment identifies the ethical issue, but is not clear, concise and comprehensive.	Student's assignment does not identify the ethical issue(s) related to the assignment.
Position on the Ethical Issue	Student's assignment takes a clear, concise position on the ethical issue. The position reflects thorough consideration of both sides of the ethical issue.	Student's assignment takes a clear, concise position on the ethical issue. However, the position does not reflect a comprehensive deliberation of the issue.	Student's assignment does not take a clear, concise position on the ethical issue.
Support for Position on the Ethical Issue	Student's assignment provides three distinct arguments to support the position on the business issue. Arguments reflect the ability to apply an ethical model in arriving at the position. The arguments are clearly and effectively communicated. The application of the model is robustly illustrated.	Student's assignment provides three distinct arguments to support the position on the business issue. Arguments reflect the ability to apply an ethical model in arriving at the position. However, the arguments are not clearly and effectively communicated, or the application of the model is not robustly illustrated.	Student's assignment does not provide three distinct arguments to support the position on the business issue. Arguments do not reflect the ability to apply an ethical model in arriving at the position.

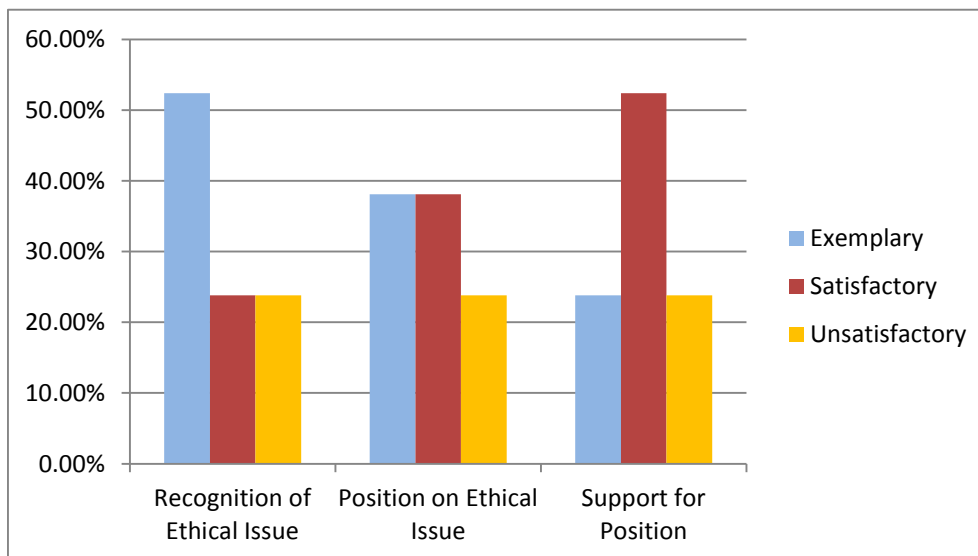
Results:

MBA PLLG 1 Analyze Ethical Problems

MBA 752

Date: Fall 2010

	Exemplary	Satisfactory	Unsatisfactory	Total
Recognition of Ethical Issue	11 52%	5 24%	5 24%	21
Position on Ethical Issue	8 38%	8 38%	5 24%	21
Support for Position	5 24%	11 52%	5 24%	21



Comments

- Five students turned in unsatisfactory results and were asked to redo the exercise.
- International students appear to have difficulty with this PLLG. 3 of the 5 unsatisfactories and 6 of the 11 satisfactories were international students.
- Action: Monitor performance of international students.

PLLG 3. Each student understands and is able to apply alternative security valuation models, compute the cost of capital, and analyze the risk and return dimensions of business investment proposals.

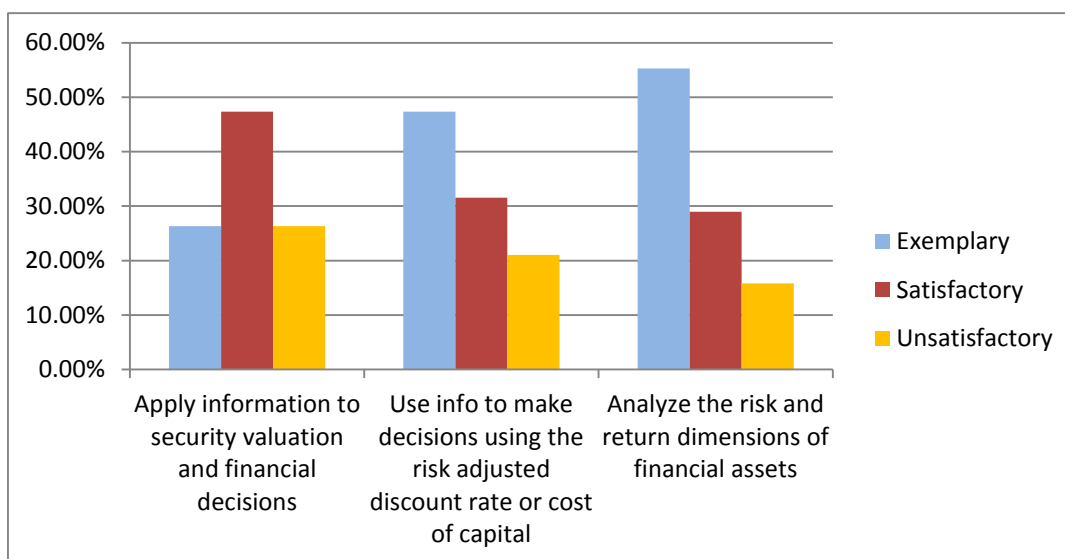
Course-Embedded Activities for Assurance: Students in the course MBA 732 Corporate Financial Management will complete assignments, and answer exam questions that test their proficiency toward this learning goal.

	Exemplary	Satisfactory	Unsatisfactory
Application of available information to security valuation models and to financial decisions.	The student shows a clear understanding of all aspects of alternative security valuation model applications. The student can elaborate on the relationships between economic events and security valuation.	The student shows an understanding of alternative security valuation model applications. The student recognizes relationships between economic events and security valuation.	The student shows a weak understanding of alternative security valuation model applications. There is little recognition of the relationships between economic events and security valuation.
Use of available information to make decisions using the risk-adjusted discount rate or cost of capital.	The student shows a clear understanding of all aspects of the risk-adjusted discount rate or cost of capital and can fully respond to making decisions using these concepts.	The student shows an understanding of the cost of capital definitions, the risk-adjusted discount rate, and can generally apply the concepts.	The student shows a weak understanding of the basic aspects of the cost of capital or risk-adjusted discount rate. The student has difficulty computing and recognizing the various components of the cost of capital definitions and the risk-adjusted discount rate.
Ability to analyze the risk and return dimensions of financial assets.	The student can compute risk and return measures and apply them to complex financial data. The student can fully elaborate on the complexity of alternative financial asset risk and return tradeoffs in real settings.	The student can compute risk and return measures and apply them to complex financial data. The student shows recognition of the complexity of alternative financial asset risk and return tradeoffs in real settings.	There is evidence that the student cannot compute risk and return measures using financial data. The student shows little understanding of the complexity of alternative financial asset risk and return tradeoffs in real settings.

PLLG 3 Financial Decisions

MBA 732 Fall 2009

	Exemplary	Satisfactory	Unsatisfactory
Apply information to security valuation and financial decisions	10 26%	18 47%	10 26%
Use info to make decisions using the risk adjusted discount rate or cost of capital	18 47%	12 32%	8 21%
Analyze the risk and return dimensions of financial assets	21 55%	11 29%	6 16%

Comments

- Scores in unsatisfactory range increased significantly.
- Suggestions: Increase requirements for prerequisite class. One suggestion is to require a B- in prerequisite from an AACSB university.
- Action: Evaluate prerequisites more carefully. Suggest students from nonAACSB university and students without recent finance foundation take a refresher class.
- Action: Offer onsite version of MBA 531 in Fall 2011.

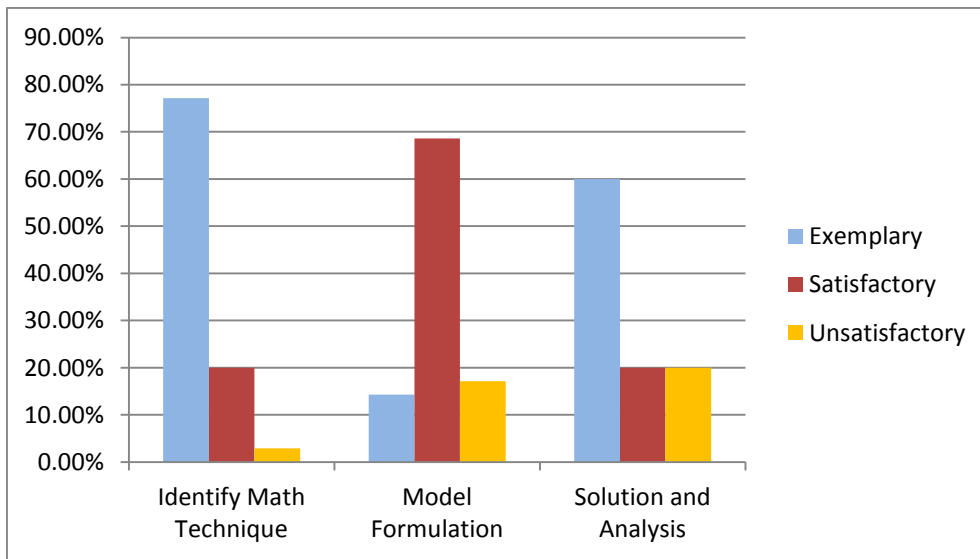
PLLG 5. The students will be able to formulate mathematical models of quantitative business problems and apply optimization techniques so as to be able to handle new and unfamiliar decision making situations.

Course-Embedded Activity for Assessment: Students of the MBA 712 Quantitative Methods class will formulate and solve an optimization problem addressing an unfamiliar business decision-making situation.

	Exemplary	Satisfactory	Unsatisfactory
Identify the Math Technique or Formula	The student has identified the correct mathematical model/formula for the decision making situation and provided an adequate explanation.	The student identified the correct mathematical model/formula.	The student has the wrong mathematical model.
Formulate the model for a specific situation	The student has developed the math model given the data and constraints related to the business decision problem. In addition, the student was able to explain the model.	The student has made no mistakes or one minor mistake in the application of the correct method given the constraints for the decision problem.	The student incorrectly formulated the method for the decision problem or has made major mistake in the formulation.
Solution and analysis	The student has correctly solved the problem and has added a verbal explanation of the solution.	The student has the right solution, or there is at most one minor error.	The student has the wrong solution, or has more than one error in the solution.

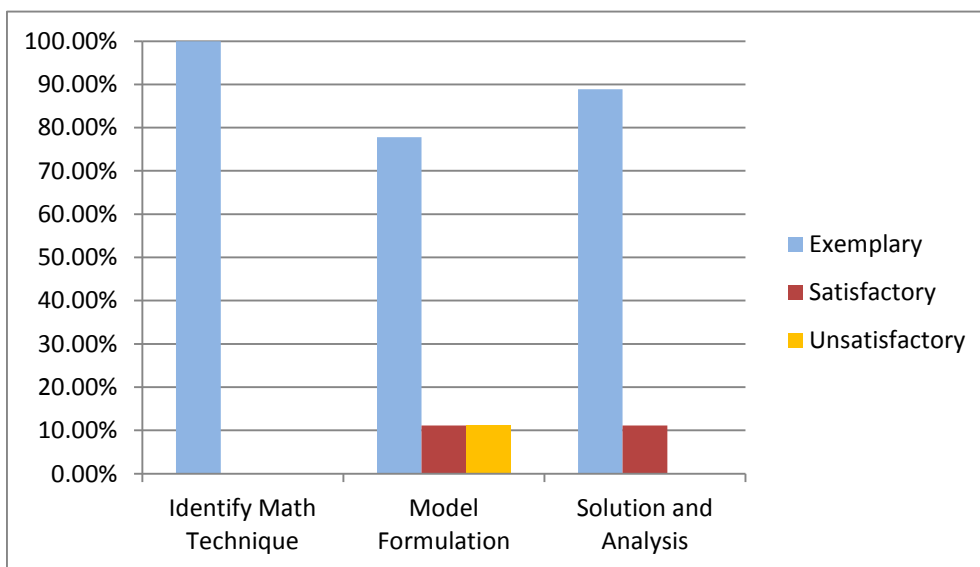
Results
Fall 2010

	Exemplary	Satisfactory	Unsatisfactory	Total
Identify Math Technique	27 77%	7 20%	1 3%	35
Model Formulation	5 14%	24 69%	6 17%	35
Solution and Analysis	21 60%	7 20%	7 20%	35



Summer 2011

	Exemplary	Satisfactory	Unsatisfactory	Total
Identify Math Technique	9 100%	0 0%	0 0%	9
Model Formulation	7 78%	1 11%	1 11%	9
Solution and Analysis	8 89%	1 11%	0 0%	9



Comments

- Students improved in all dimensions. The percent of unsatisfactory scores improved on all dimensions. Improvement may be due to review of basic concepts.

PLLG 6. The students will be able to integrate their knowledge of concepts from different functional areas of business while analyzing and resolving a strategic level decision making problem.

Course-Embedded Activities for Assurance: Students in the capstone course, MBA 796 Advanced Strategic Management, will do assignments that require the integration of concepts from all the functional areas of business.

	Exemplary	Satisfactory	Unsatisfactory
Identification of issues or Reflection on Learning	Student's assignment identifies the business issue(s) clearly, concisely, and comprehensively.	Student's assignment identifies the issue(s), but is not clear, concise and comprehensive.	Student's assignment does not identify the issue(s) related to the assignment.
Integration of concepts from various functional areas	Student's assignment clearly integrates concepts from various functional areas. The recommendation reflects thorough consideration of many functional areas.	Student's assignment clearly integrates a few concepts from various functional areas. However, the position does not reflect thorough consideration of many functional areas.	Student's assignment does not clearly integrate concepts from various functional areas.
Analysis & Resolution of Strategic Level Decision Making Problem	Student's assignment provides clear evidence and analysis to support the recommendation on the business issue. Arguments reflect the ability to apply tools of analysis well in arriving at the position.	Student's assignment provides some evidence and analysis to support the recommendation on the business issue. Arguments reflect the ability to apply tools of analysis somewhat in arriving at the position.	Student's assignment does not provide evidence and analysis to support the recommendation on the business issue. Arguments do not reflect the ability to apply analytical tools in arriving at the position.

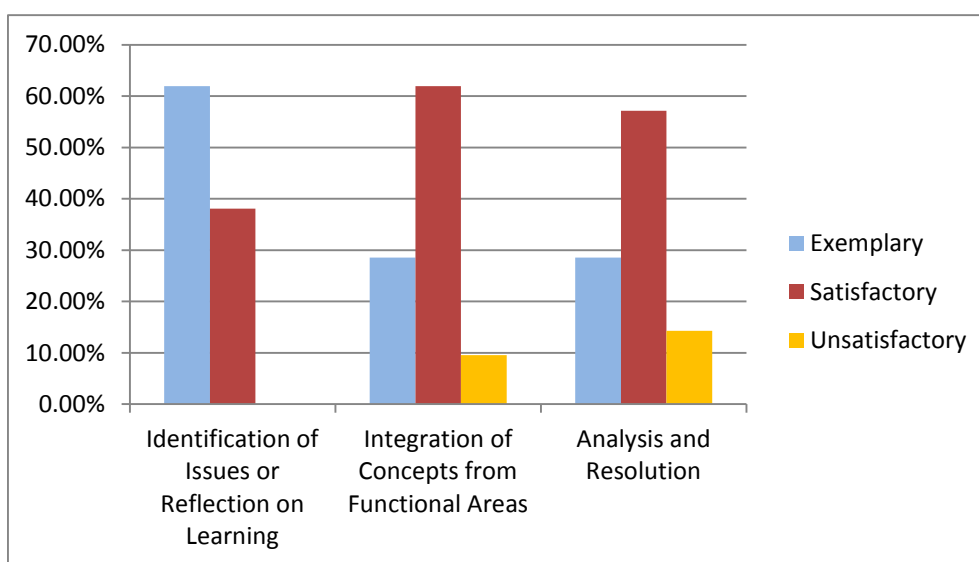
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Results:

PLLG6 Strategic Level Problem

MBA 796 Spring 2011

	Exemplary	Satisfactory	Unsatisfactory	Total
Identification of Issues or Reflection on Learning	13 62%	8 38%	0 0%	21
Integration of Concepts from Functional Areas	6 29%	13 62%	2 10%	21
Analysis and Resolution	6 29%	12 57%	3 14%	21



Comments

- Decreased percentage of students rated as exceptional.
- Action: Monitor performance