



DEPARTMENT OF BUSINESS

**ASSURANCE OF LEARNING REPORT
MBA STUDENTS**

FOR ACADEMIC YEAR 2011-2012

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.

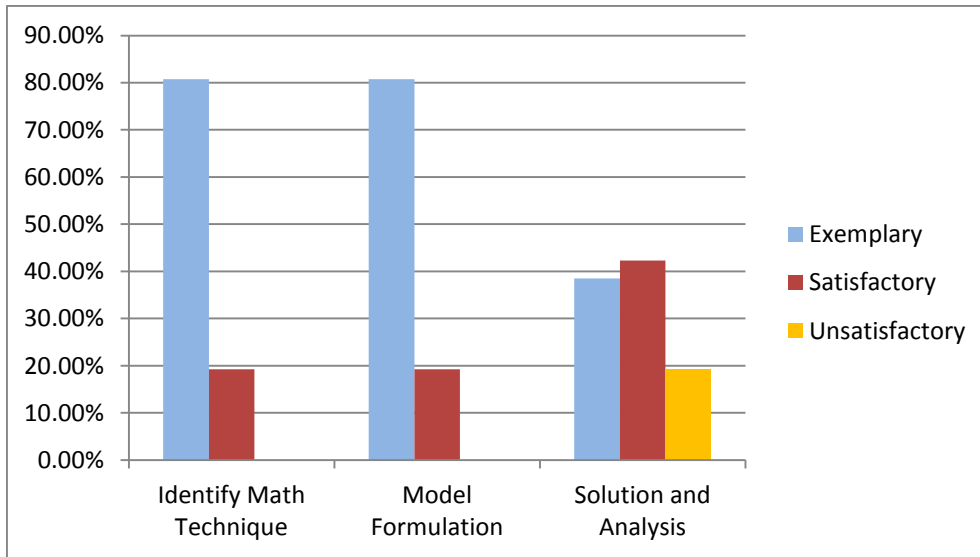
PLLG 5. The students will be able to formulate mathematical models of quantitative business problems and apply optimization techniques so as to be able to handle new and unfamiliar decision making situations.

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.

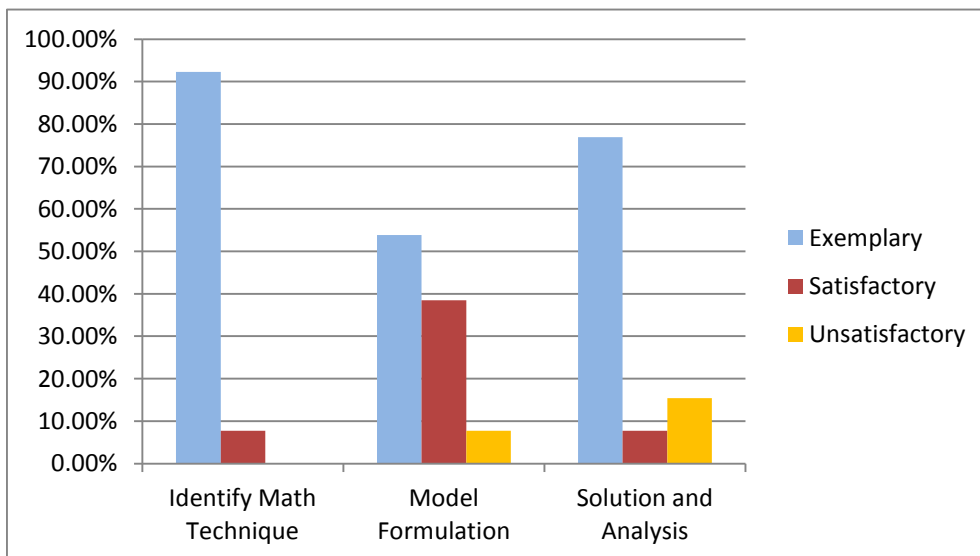
Results
Fall 2011

	Exemplary	Satisfactory	Unsatisfactory	Total
Identify Math Technique	21 81%	5 19%	0 0%	26
Model Formulation	21 81%	5 19%	0 0%	26
Solution and Analysis	10 38%	11 42%	5 19%	26



Summer 2012

	Exemplary	Satisfactory	Unsatisfactory	Total
Identify Math Technique	12 92%	1 8%	0 0%	13
Model Formulation	7 54%	5 38%	1 8%	13
Solution and Analysis	10 77%	1 8%	2 15%	13



Comments

- Improvement in Model Formulation
- Decreased ability in Solution and Analysis from Fall 2010

- Improved Solution and Analysis in the summer. This is possibly due to more individual attention in smaller class.