



DEPARTMENT OF BUSINESS

**ASSURANCE OF LEARNING REPORT
MBA STUDENTS**

FOR ACADEMIC YEAR 2013-2014

1. Introduction

This document describes the results from the assurance of learning exercises conducted for the MBA program in 2013-2014. 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 in 2010 and 2013 to reflect changes in rubrics. 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 2013-2014.

***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.

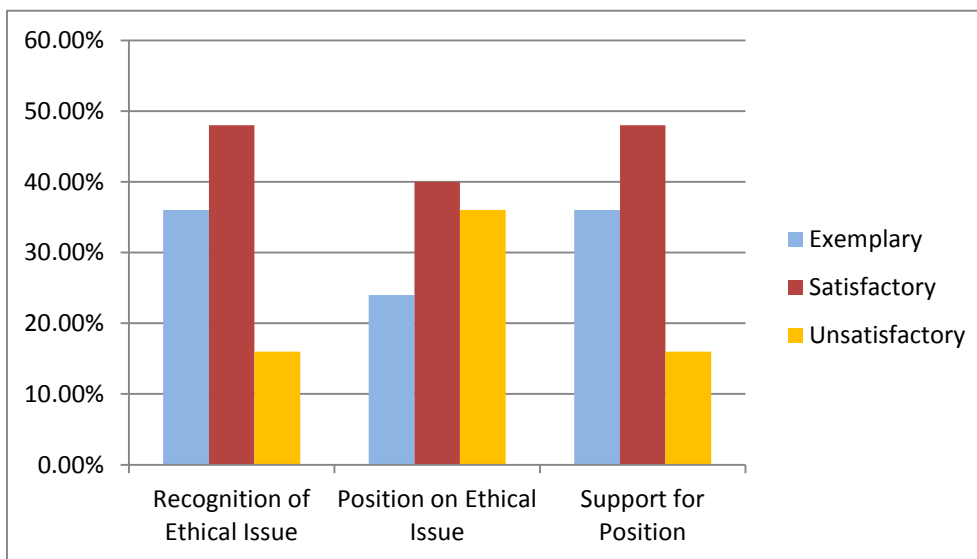
Course-Embedded Activities for Assurance: Students in the MBA 752 Marketing Management course will analyze cases that include ethical elements, and submit case reports. They will also explain their analysis in a presentation to the class.

	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.

MBA 752 PLLG 1

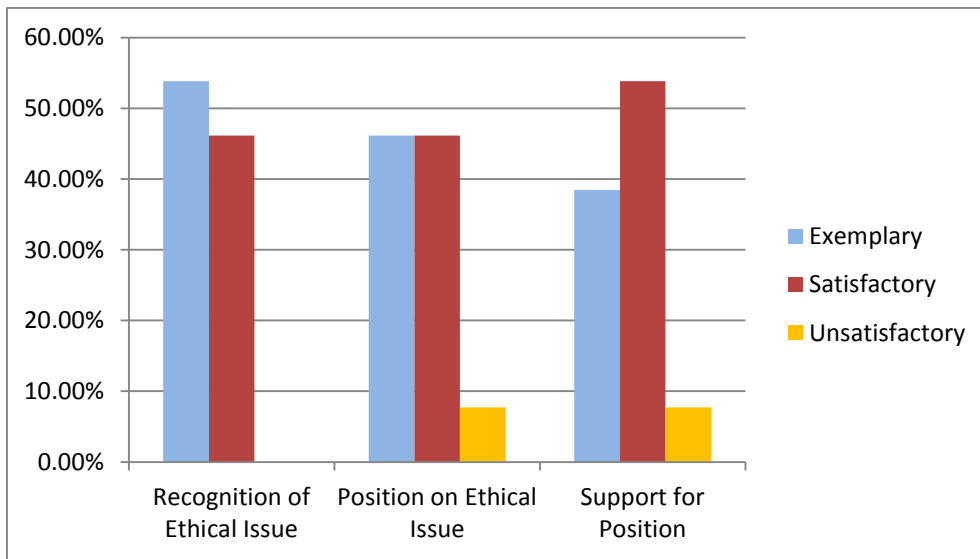
Fall 2013

	Exemplary	Satisfactory	Unsatisfactory	Total
Recognition of Ethical Issue	9 36%	12 48%	4 16%	25
Position on Ethical Issue	6 24%	10 40%	9 36%	25
Support for Position	9 36%	12 48%	4 16%	25



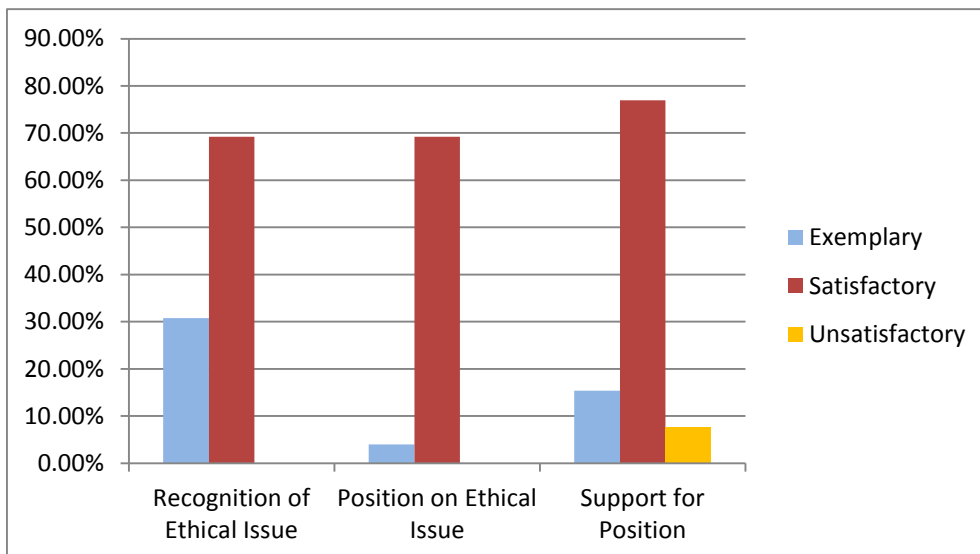
Winterim 2014

	Exemplary	Satisfactory	Unsatisfactory	Total
Recognition of Ethical Issue	7 54%	6 46%	0 0%	13
Position on Ethical Issue	6 46%	6 46%	1 8%	13
Support for Position	5 38%	7 54%	1 8%	13



Summer 2014

	Exemplary	Satisfactory	Unsatisfactory	Total
Recognition of Ethical Issue	4 31%	9 69%	0 0%	13
Position on Ethical Issue	4 4%	9 69%	0 0%	13
Support for Position	2 15%	10 77%	1 8%	13



Discussion: Some students in fall had difficulty analyzing cases. Some evidence that international students had the most difficulty. Action: Will provide provide more sample cases prior to assessment. Winter class had better results using this method.