

Learning Goal Assessed: Reasoned Judgment
Program-Level Competency: Engage in continuous improvement to enhance operational performance and promote innovation
Sub-competency: Utilize data analytics and quantitative analysis to support strategic and operational decisions.

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ABSTRACT

MBA program was significantly revised and the MBA Online (MBAO) program was launched in Fall 2018. In 2018-19, a total of 95 students completed MBA 720; 48 of these students are enrolled in the MBAO program, and the rest in the F2F MBA program. Their performance was measured and compared for the following program level competency and sub-competency.

Program-Level Competency C): Engage in continuous improvement to enhance operational performance and promote innovation

Sub-competency: Utilize data analytics and quantitative analysis to support strategic and operational decisions.

Several assignments were given to students and students were evaluated consistently along three rubric dimensions: Technology Design, Using Appropriate Data, Making Decisions Based on Data Analysis.

Overall student performance has been good except for the rubric dimension "Technology Design". For the technology design dimension, about 22% of the students are in the unsatisfactory category. This is not surprising because many of the MBA students do not come with any significant technology background. In MBA 720, with a short ramp-up, students are asked to construct databases and utilize spreadsheet techniques. It is noteworthy that the performance of F2F and MBAO students are very similar for almost all rubric dimensions. More results need to be gathered in future semesters and validated. Even though student performance shows above 20% unsatisfactory rate in the "Technology Design" dimension, students do well in this class because technology design is only one component of the evaluation. Students do well in other aspects such as making decisions and arriving at managerial plans related to technologies. Average grades in MBA 720 tend to be at or above B+, which shows that the student demonstrate mastery of the competencies covered in MBA 720.

Our department's MBA committee is planning to revise the MBA assessment plan this academic year and get approval from the department for the revised plan.

