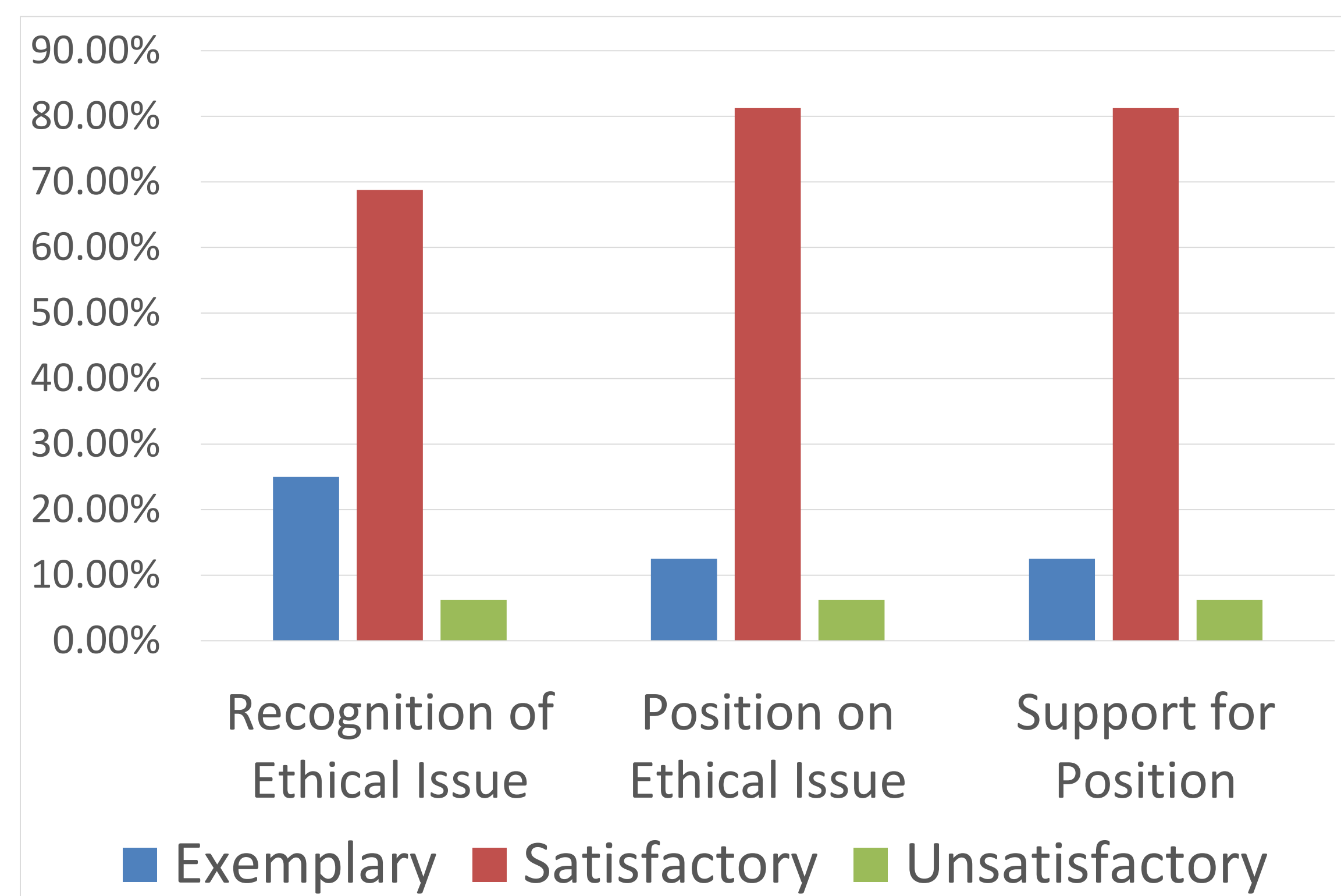


Master in Business Administration: Assessment Results 2014-15

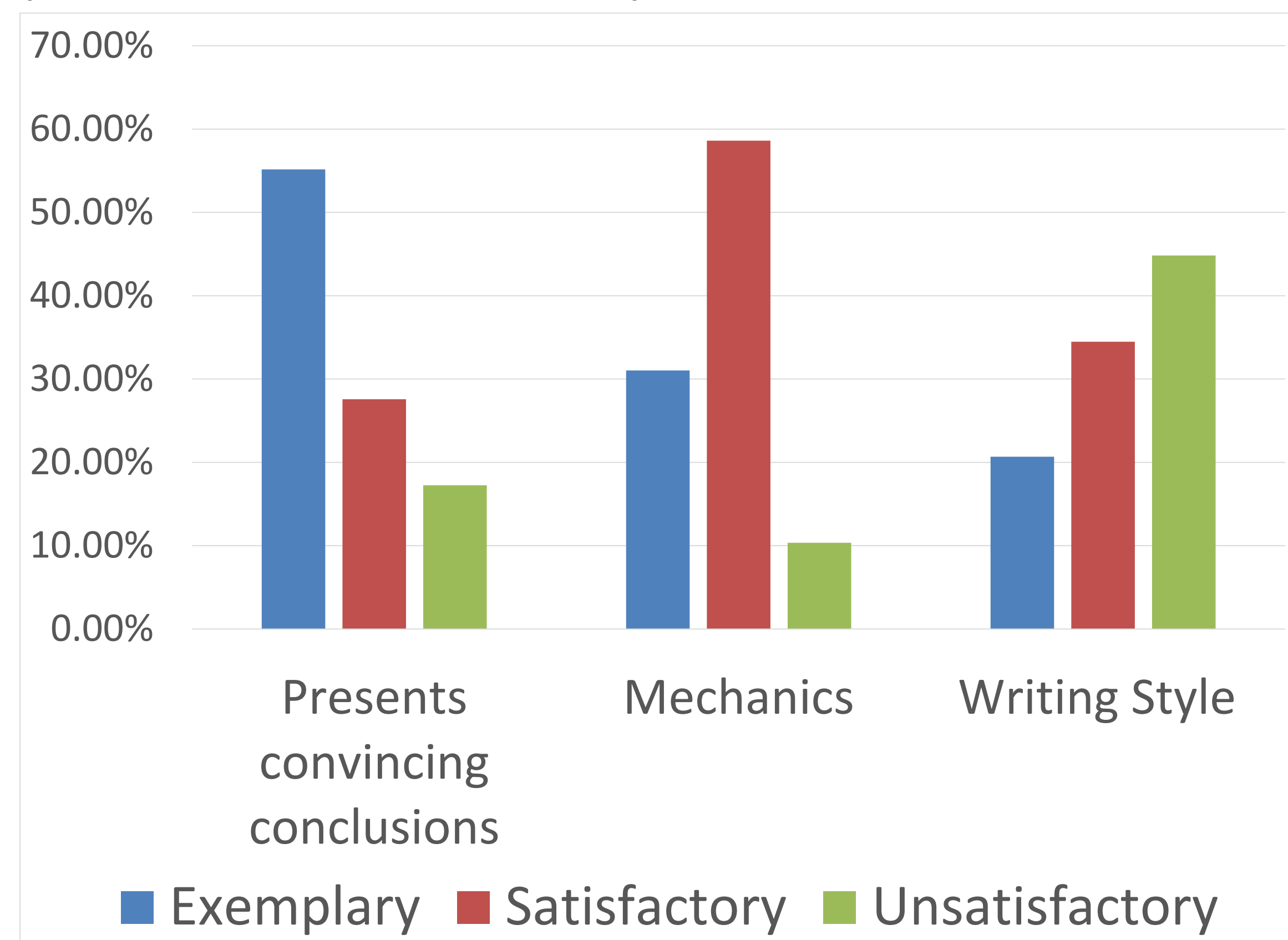
RESULTS FOR PLLG1: Ethics (Summer 2015)

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.



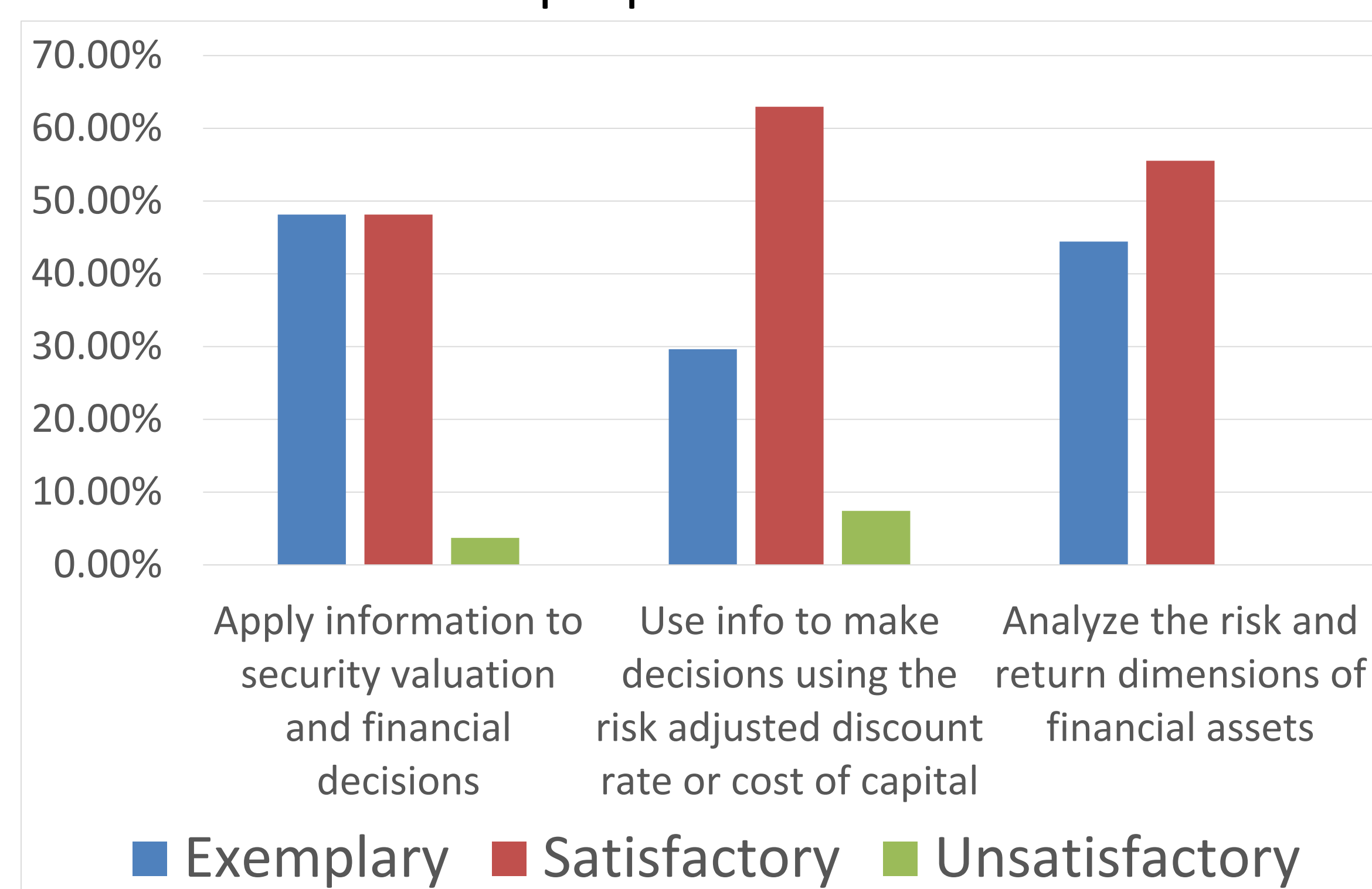
RESULTS FOR PLLG2: Writing (Spring 2015)

Write a report on a business case study, and provide practical solutions to the problems in the case.



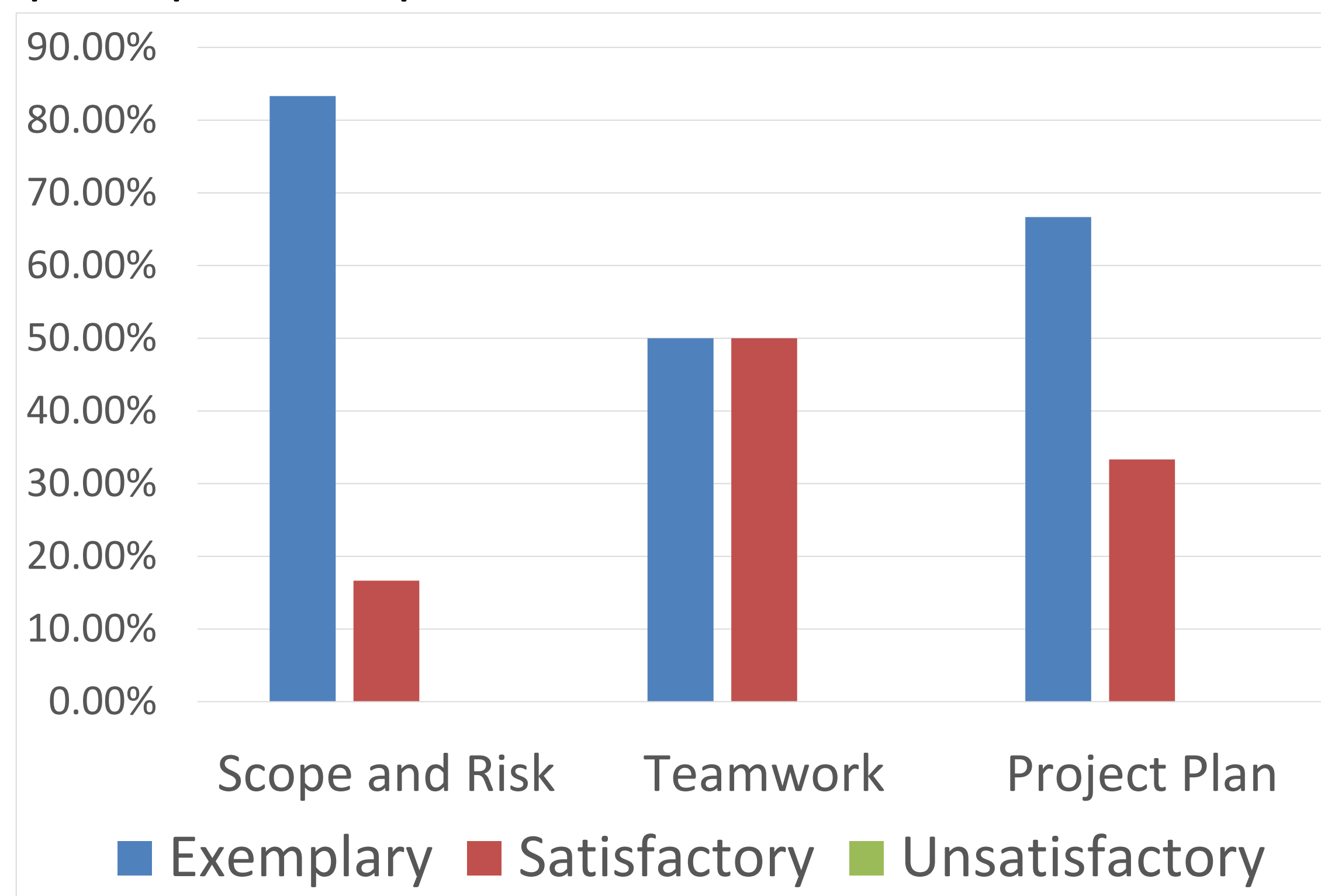
RESULTS FOR PLLG3: Financial Analysis (Fall 2014)

Alternative security valuation models, compute the cost of capital, and analyze the risk and return dimensions of business investment proposals.



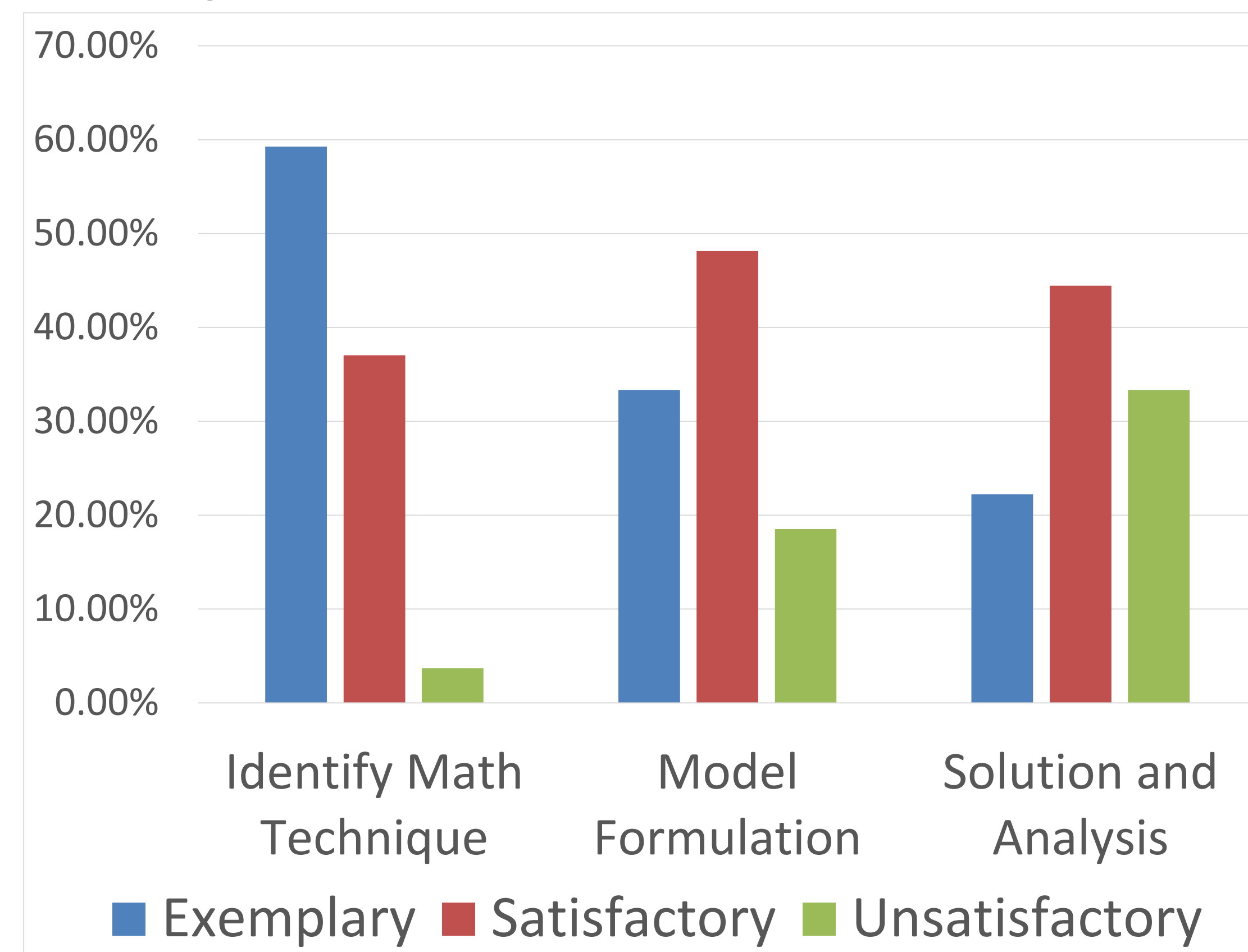
RESULTS FOR PLLG4: Project Management (Spring 2015)

Project management principles and is able to apply these principles to a practical situation.



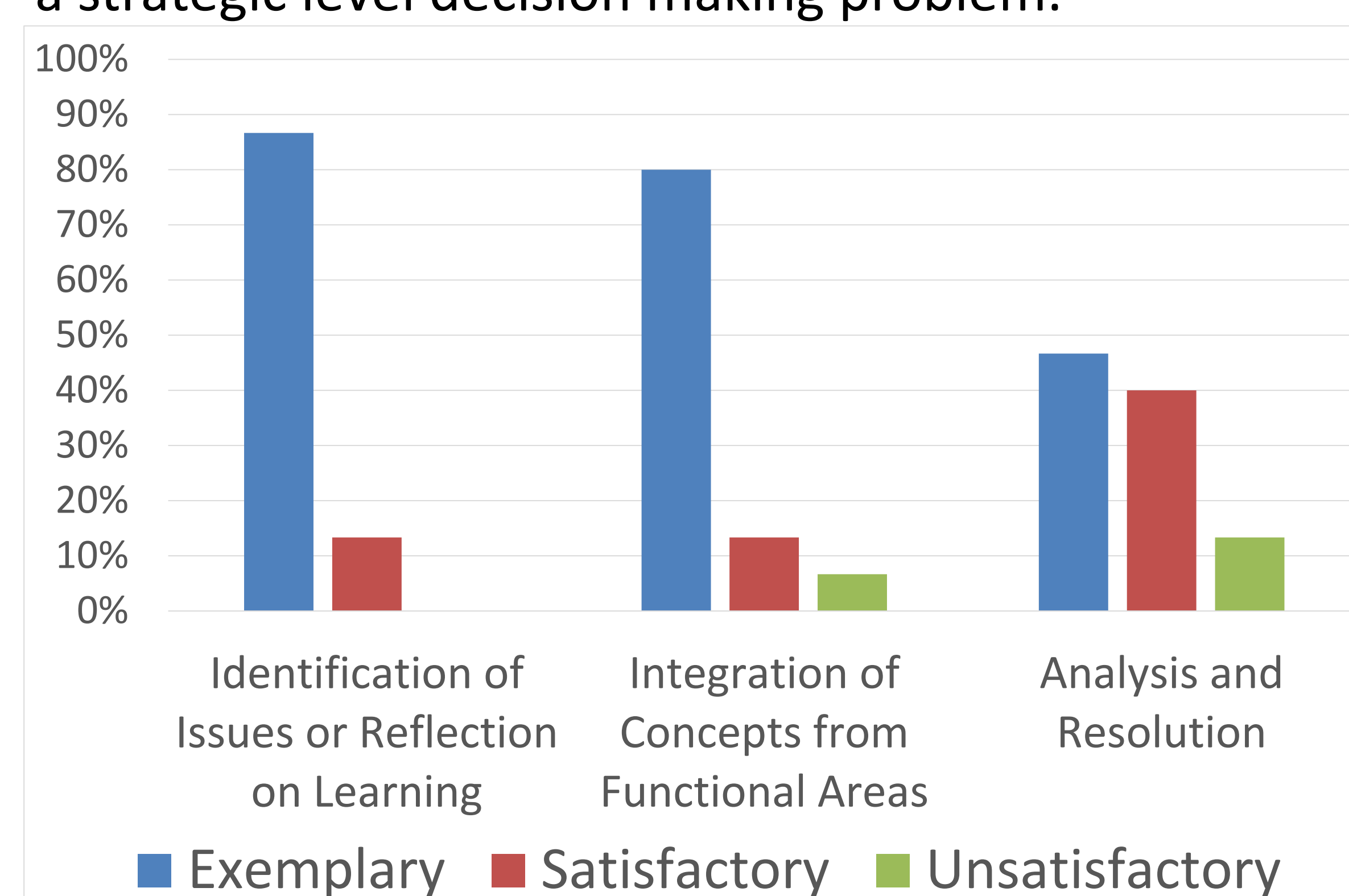
RESULTS FOR PLLG5: Math Model (Fall 2014)

Mathematical models of quantitative business problems and optimization techniques so as to be able to handle new and unfamiliar decision making situations.



RESULTS FOR PLLG6: Integrated Reasoning (Spring 2015)

Knowledge integration of concepts from different functional areas of business while analyzing and resolving a strategic level decision making problem.



Observations

PLLG1: The *Ethics* assessment significantly improved in 2014-15. Additionally, by Summer Term 2015, 94% proficiency (satisfactory or exemplary) was achieved in all three dimensions. This contrasts with results during the past five year period when in 2010, 24% of the students were scored unsatisfactory, while in 2015 only 6% scored this low.

PLLG2: *Writing* exhibited 90% proficiency in student performance for one of the three dimensions: the Mechanics of Writing (grammar, spelling and logical flow of ideas). In contrast, the percentages of unsatisfactory scores for the other two dimensions: Presenting Convincing Conclusions and Writing Style demonstrated the need for considerable improvement.

PLLG3: *Financial Analysis* displayed significant increase in the exemplary category and a very large decline in the unsatisfactory performance level for all three learning goal dimensions compared with previous years.

PLLG4: *Project Management* student performance greatly improved during this academic year. In Fall Semester 2014, only 5% of students were scored unsatisfactory in two of three dimensions (Teamwork and Project Plan) while all students were proficient or better in the scope and risk dimension. By summer 2015, in a much smaller section of the project management class, all students were assessed to be proficient or exemplary in each of the three dimensions.

PLLG5: The largest majority of students performed exemplary (59%) or satisfactory (37%) in one PLLG 5 dimension: Identify the Math Technique. The dimension concerning Formulation is also above the desired 80% proficiency, yet can still be improved. A greater concern, however, is that one-third of the students scored unsatisfactory in the Solution and Analysis dimension in Fall Semester 2014.

PLLG6: Strategic decision making assessments in the capstone course exhibited a very high percentage of students in the exemplary category. Further, the students' performance level in all three dimensions continues to remain consistently above 80% proficiency.

Changes/Action Items

- (1) Assessments in various courses were moved to a later point in the semester to increase time devoted to analytical assignments as practice for assessments.
- (2) The College of Business, Economics, and Computing added a new course "Business Communications for International Students" that has been found to enhance international students' proficiency in English, and subsequently their performance in various classes and assessments.
- (3) Ongoing review of assessment instruments to determine the most appropriate way to measure student performance continues.
- (4) Assessments rubrics will be provided to students in courses where their skill levels are being assessed. In addition, students will be received grades for assessment assignments.