

W. Frank Barton School of Business MBA 2007-2008 Assessment Plan Year End Report

A. Mission Statement

The Barton School of Business is committed to providing the highest level of quality graduate management education and producing MBA graduates capable of functioning at executive levels of responsibility in business, government, and not-for-profit organizations.

B. Constituents

The graduate students in the MBA programs are the program constituents.

C. Program Objectives

1. To ensure the enrollment of at least 60 qualified students into the program each year.
2. To provide qualified AACSB-level faculty for the program.
3. To provide an appropriate number of graduate courses.

1. Students will demonstrate skills in effective communication and team work.
2. Students will demonstrate skills in use and management of technology.
3. Students will demonstrate skills in effective management and leadership.
4. Students will demonstrate skills in critical thinking and problem solving.
5. Students will be exposed to and given assistance in understanding ethical practices and the concept of social responsibility.

E. Assessment of Program Objectives

All data collection, data analysis, and strategic activities related to program student outcome assessment is the responsibility of the Director of Graduate Studies.

1. Objective 1 –Admission of qualified students

- § Maintain an average GMAT score of at least 520 for incoming Fall 2007 and Spring 2008 admissions cohort.
- § Admit only international applicants who meet the minimum TOEFL score of 570 (paper version), 230 (computer version) or 88-89 (Internet-based).

Assessment: Annual monitoring of admissions statistics using Graduate School and University data bases.

Results:

- -63 students were admitted into the MBA program for the Fall 2007 semester and 25 students were admitted for the Spring 2008 semester.
- The average GMAT scores for incoming Fall 2007 and Spring 2008 students were 559 and 545 respectively.
- All international students admitted during the 2007-2008 academic year met the minimum TOEFL requirements.

Action:

- **No action required.**

2. Objective 2 – Qualified Faculty

- § Maintain AACSB faculty levels that require at least 90% of MBA faculty members must be terminally or professionally qualified.

Assessment: -Annual monitoring of course records to see that all graduate courses are taught by AACSB-recognized faculty.
-Annual review of Faculty Activity Reports to assure that MBA faculty is meeting AACSB requirements.

Results:

- **92% of MBA classes were taught by terminally or professionally qualified faculty members.**

Action:

- **No action required.**

3. Objective 3 – Number of Graduate Courses

- § The program must offer at least one section of each required MBA course during the Fall and Spring semester.

Assessment: -Review of MBA course schedules each semester prior to final submission to University registrar.
-Review of Graduate School Exit Survey data (section B) upon it being received by the Graduate Studies in Business Office staff.

Results:

- **One section of each required MBA course was offered during the Fall 2007 and Spring 2008 semesters.**

Action:

- **Continuous monitoring of schedules will occur.**

4. Objective 4 – Variety of Courses

- § The program must offer at least 20 sections of 600- or 800-level MBA electives during the course of an academic year
- § The program must ensure that sufficient concentration electives are offered to satisfy demand for the individual concentrations

Assessment: -Review of MBA course schedules each semester prior to final submission to University registrar.
-Review of Graduate School Exit Survey data (section B) upon it being received by the Graduate Studies in Business Office staff.

Results:

- **There were approximately 80 sections of 600- or 800-level MBA electives during the course of the 2007-2008 academic year. But only 10 800-level electives were offered. Thus the number of MBA electives courses meet this objective, but since every concentration requires at least one 800 level electives, the number of 800 level electives is troublesome.**

Action:

- **Advising Weeks will occur prior to the start of Spring and Fall semester registration periods.**
- **Discussions will be held with all MBA office staff about the need for all to be diligent in serving the needs of the prospective and existing students.**
- **Results of the EBI survey will be monitored to determine if additional action needs to be taken.**
- **All MBA program staff will be trained on content and structure of each MBA class in an effort to improve student evaluations of MBA advising services.**

F. Assessment of Educational Student Outcomes

1. Students will demonstrate skills in effective communication and team work

Assessment -An evaluation of each student's communication and team work skills will be conducted by the professor during the Strategy course.

Results:

- **Students in the Spring 2008 MGMT 885 class averaged a written communication rating of 2.39 out of 4.00. This average falls between the range of "needs improvement" and "acceptable" on this learning goal.**
 - **60% of the students were assessed at the "needs improvement" level while only 40% were assessed at the "acceptable" level.**
- **Students in Spring 2008 MGMT 885 class averaged a teamwork rating of 3.04 on a 4.00 scale. This average fall between the range of "acceptable" and "exemplary".**
 - **86% were rated "acceptable" or "exemplary" on this goal while 14% were rated "needs improvement."**

Acceptable Range:

- **No more than 15% of MBA students should fall below a 3.00 rating on either the communication or teamwork learning goals.**

Actions:

- **The feasibility of offering MBA students written communication seminars will be explored.**
- **Increased emphasis on the importance of effective written communication skills will occur during MBA new student orientation.**
- **A MBA faculty task force will be developed to coordinate course expectations related to this learning goal.**

2. Students will demonstrate skills in use and management of Technology

Assessment: -Students will be evaluated based on their performance on exam items in the Information Technology course.

Results:

Fall 2007
89% Acceptable or Exemplary Goal 1 (Assess Risks)
74% Acceptable or Exemplary Goal 2 (Configuring/managing)
79% Acceptable or Exemplary Goal 3 (Developing/sourcing)

Spring 2008 **92% Acceptable or Exemplary Goal 1 (Assess Risks)**
84% Acceptable or Exemplary Goal 2 (Configuring/managing)
84% Acceptable or Exemplary Goal 3 (Developing/sourcing)

Acceptable Range:

- **No more than 20% of MBA students should be scoring at an unacceptable level for all specific goals.**

Actions:

- **The result for fall 2007 indicated that students knew the concepts but they were having a hard time understanding the relevance of the concepts tied to goal 2 and goal 3.**
- **Changes were made to the Spring 2008 class to address this issue.**
- **Two guest speakers (IT management and IT outsourcing) were invited to the SP08 class.**
- **Second, two required reading on company examples in the two areas were required for the SP08 class. The students were also required to engage in an in-class discussion on the two required readings.**
- **Students during the Spring 2008 performed at a higher level on the two goals.**

3. Students will demonstrate skills in effective management and leadership skills

Assessment: -Students will be evaluated based on their performance on assignments in the Strategy course.

Results:

- **Students averaged a management and leadership rating of 2.43 out of 4.00. This average falls between the range of “needs improvement” and “acceptable “acceT1317 et.spe28(s)-6(**

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- **93% Acceptable or Exemplary Goal 2 (Issue Analysis)**
- **85% Acceptable or Exemplary Goal 3 (Construct Hypothesis)**
- **74% Acceptable or Exemplary Goal 4 (Conclusions/Implications)**

Acceptable Range:

No more than 15% of students should be rated as “unacceptable” on any goal.

Actions:

- **Additional class time was allotted to discuss the differences between summary and synthesis**
 - **An example from a successful previous student synthesis was provided to the class to illustrate this process.**
5. Students will given exposure to and assistance in understanding ethical business practices