Mission / Purpose

The Department of Master of Business Administration is designed to prepare students for success as ethical business leaders and professionals in a dynamic, complex global environment through a high quality, challenging academic program. The Department of Master of Business Administration serves the academic and business communities through effective teaching, scholarly contributions, and appropriate service to the university and the region.

Student Learning Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 1: Operations Management

Students will be able to make the appropriate decisions involving Operations Management.

Related Measures

M 1: BSG Report - Operations Management
Student’s relative scores in Operations Management on the BSG report.

Source of Evidence: Standardized test of subject matter knowledge

Target:
80% of students will score at the 60th global percentile.

Finding (2013-14) - Target: Partially Met
45% of the students scored at the 60th percentile or above

Connected Document
Learning assurance report

Related Action Plans (by Established cycle, then alpha):

MBA Improvement Plan
The following will be accomplished prior to October, 2014: 1. Analysis of the results from this first year of usage of the academic standards will be accomplished with the goal of determining if perhaps our stretch goals for the outcomes were in fact too high in most instances given our student population. 2. Regular MBA faculty meetings will be held to insure better coordination among the MBA teaching faculty toward the overall goals of the MBA program. 3. Meetings are being held with the Marketing Dept. to determine the reason scores in Marketing Management appeared to be significantly lower than scores in most other measured areas.

Established in Cycle: 2013-14
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):

Measure: BSG report - Human Resources Management | Outcome/Objective: Human Resources Management
Measure: BSG Report - Operations Management | Outcome/Objective: Operations Management
Measure: BSG Report - Strategic Planning & Analysis | Outcome/Objective: Strategic Planning & Analysis

Projected Completion Date: 10/2014
Responsible Person/Group: James Logan/Aundrea Kloor/MBA staff/MBA faculty

SLO 2: Human Resources Management

Students will be able to make the appropriate decisions involving Human Resources Management.

Related Measures

M 2: BSG report - Human Resources Management
Student’s relative scores in Human Resources Management on the BSG report.

Source of Evidence: Standardized test of subject matter knowledge

Target:
80% of students will score at the 60th global percentile

Finding (2013-14) - Target: Partially Met
37% of the students sampled scored at the 60th percentile or higher

Connected Document
Learning assurance report

Related Action Plans (by Established cycle, then alpha):
MBA Improvement Plan

The following will be accomplished prior to October, 2014: 1. Analysis of the results from this first year of usage of the academic standards will be accomplished with the goal of determining if perhaps our stretch goals for the outcomes were in fact too high in most instances given our student population. 2. Regular MBA faculty meetings will be held to insure better coordination among the MBA teaching faculty toward the overall goals of the MBA program. 3. Meetings are being held with the Marketing Dept. to determine the reason scores in Marketing Management appeared to be significantly lower than scores in most other measured areas.

Established in Cycle: 2013-14
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: BSG Report - Strategic Planning & Analysis | Outcome/Objective: Strategic Planning & Analysis

Projected Completion Date: 10/2014
Responsible Person/Group: James Logan/Aundrea Kloor/MBA staff/MBA faculty

SLO 3: Financial Management
Students will be able to make the appropriate decisions in Financial Management.

Related Measures

M 3: BSG Report - Financial Management
Student’s relative scores in Financial Management on the BSG report.
Source of Evidence: Standardized test of subject matter knowledge
Target: 80% of students will score at the 60th global percentile
Finding (2013-14) - Target: Partially Met
42% of the students measured scored at the 60th percentile or higher

Connected Document
Learning assurance report

Related Action Plans (by Established cycle, then alpha):

MBA Improvement Plan
The following will be accomplished prior to October, 2014: 1. Analysis of the results from this first year of usage of the academic standards will be accomplished with the goal of determining if perhaps our stretch goals for the outcomes were in fact too high in most instances given our student population. 2. Regular MBA faculty meetings will be held to insure better coordination among the MBA teaching faculty toward the overall goals of the MBA program. 3. Meetings are being held with the Marketing Dept. to determine the reason scores in Marketing Management appeared to be significantly lower than scores in most other measured areas.

Established in Cycle: 2013-14
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: BSG Report - Strategic Planning & Analysis | Outcome/Objective: Strategic Planning & Analysis

Projected Completion Date: 10/2014
Responsible Person/Group: James Logan/Aundrea Kloor/MBA staff/MBA faculty

SLO 4: Strategic Planning & Analysis
Students will be able to make the appropriate decisions in Strategic Planning & Analysis.

Related Measures

M 4: BSG Report - Strategic Planning & Analysis
Student’s relative scores in Strategic Planning & Analysis on the BSG report.
Source of Evidence: Standardized test of subject matter knowledge
Target: 80% of students will score at the 60th global percentile
Finding (2013-14) - Target: Partially Met
29% of the students surveyed scored at the 60th percentile or above

MBA Improvement Plan
The following will be accomplished prior to October, 2014: 1. Analysis of the results from this first year of usage of the academic standards will be accomplished with the goal of determining if perhaps our stretch goals for the outcomes were in fact too high in most instances given our student population. 2. Regular MBA faculty meetings will be held to insure better coordination among the MBA teaching faculty toward the overall goals of the MBA program. 3. Meetings are being held with the Marketing Dept. to determine the reason scores in Marketing Management appeared to be significantly lower than scores in most other measured areas.

Established in Cycle: 2013-14
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: BSG report - Human Resources Management | Outcome/Objective: Human Resources Management
- Measure: BSG Report - Strategic Planning & Analysis | Outcome/Objective: Strategic Planning & Analysis

Projected Completion Date: 10/2014
Responsible Person/Group: James Logan/Aundrea Kloor/MBA staff/MBA faculty

SLO 5: Financial Analysis
Students will be able to make the appropriate decisions in Financial Analysis.

Related Measures

M 5: BSG Report - Financial Analysis
Students' relative scores in Financial Analysis on the BSG report.

Source of Evidence: Standardized test of subject matter knowledge

Target:
80% of students will score at the 60th global percentile

Finding (2013-14) - Target: Met
62% of the students sampled scored above the 60th percentile

Connected Document
Learning assurance report

Related Action Plans (by Established cycle, then alpha):
MBA Improvement Plan
The following will be accomplished prior to October, 2014: 1. Analysis of the results from this first year of usage of the academic standards will be accomplished with the goal of determining if perhaps our stretch goals for the outcomes were in fact too high in most instances given our student population. 2. Regular MBA faculty meetings will be held to insure better coordination among the MBA teaching faculty toward the overall goals of the MBA program. 3. Meetings are being held with the Marketing Dept. to determine the reason scores in Marketing Management appeared to be significantly lower than scores in most other measured areas.

Established in Cycle: 2013-14
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: BSG report - Human Resources Management | Outcome/Objective: Human Resources Management
- Measure: BSG Report - Strategic Planning & Analysis | Outcome/Objective: Strategic Planning & Analysis

Projected Completion Date: 10/2014
Responsible Person/Group: James Logan/Aundrea Kloor/MBA staff/MBA faculty

SLO 6: Marketing Management
Students will be able to make the appropriate decisions in Marketing Management.

Related Measures

M 6: BSG Report - Marketing Management
Student's relative scores in Marketing Management on the BSG report.
Source of Evidence: Standardized test of subject matter knowledge

**Target:**
80% of students will score at the 60th global percentile

**Finding (2013-14) - Target: Not Met**
11% of the students measured scored at the 60th percentile or above

**Related Action Plans (by Established cycle, then alpha):**

**MBA Improvement Plan**
The following will be accomplished prior to October, 2014: 1. Analysis of the results from this first year of usage of the academic standards will be accomplished with the goal of determining if perhaps our stretch goals for the outcomes were in fact too high in most instances given our student population. 2. Regular MBA faculty meetings will be held to insure better coordination among the MBA teaching faculty toward the overall goals of the MBA program. 3. Meetings are being held with the Marketing Dept. to determine the reason scores in Marketing Management appeared to be significantly lower than scores in most other measured areas.

**Established in Cycle:** 2013-14  
**Implementation Status:** In-Progress  
**Priority:** High  

**Relationships (Measure | Outcome/Objective):**
- **Measure:** BSG Report - Financial Analysis  
  **Outcome/Objective:** Financial Analysis
- **Measure:** BSG Report - Financial Management  
  **Outcome/Objective:** Financial Management
- **Measure:** BSG report - Human Resources Management  
  **Outcome/Objective:** Human Resources Management
- **Measure:** BSG Report - Marketing Management  
  **Outcome/Objective:** Marketing Management
- **Measure:** BSG Report - Operations Management  
  **Outcome/Objective:** Operations Management
- **Measure:** BSG Report - Strategic Planning & Analysis  
  **Outcome/Objective:** Strategic Planning & Analysis

**Projected Completion Date:** 10/2014  
**Responsible Person/Group:** James Logan/Aundrea Kloor/MBA staff/MBA faculty

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**Details of Action Plans for This Cycle (by Established cycle, then alpha)**

**MBA Improvement Plan**
The following will be accomplished prior to October, 2014: 1. Analysis of the results from this first year of usage of the academic standards will be accomplished with the goal of determining if perhaps our stretch goals for the outcomes were in fact too high in most instances given our student population. 2. Regular MBA faculty meetings will be held to insure better coordination among the MBA teaching faculty toward the overall goals of the MBA program. 3. Meetings are being held with the Marketing Dept. to determine the reason scores in Marketing Management appeared to be significantly lower than scores in most other measured areas.

**Established in Cycle:** 2013-14  
**Implementation Status:** In-Progress  
**Priority:** High  

**Relationships (Measure | Outcome/Objective):**
- **Measure:** BSG Report - Financial Analysis  
  **Outcome/Objective:** Financial Analysis
- **Measure:** BSG Report - Financial Management  
  **Outcome/Objective:** Financial Management
- **Measure:** BSG report - Human Resources Management  
  **Outcome/Objective:** Human Resources Management
- **Measure:** BSG Report - Marketing Management  
  **Outcome/Objective:** Marketing Management
- **Measure:** BSG Report - Operations Management  
  **Outcome/Objective:** Operations Management
- **Measure:** BSG Report - Strategic Planning & Analysis  
  **Outcome/Objective:** Strategic Planning & Analysis

**Projected Completion Date:** 10/2014  
**Responsible Person/Group:** James Logan/Aundrea Kloor/MBA staff/MBA faculty