

Business Administration [MBA] [BADM]

Cycles included in this report:

Jun 1, 2017 to May 31, 2018

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Program Name: Business Administration [MBA] [BADM]

Reporting Cycle: Jun 1, 2017 to May 31, 2018

1 Is this program offered via Distance Learning?

100% Distance and Traditional

2 Is this program offered at an off-site location?

No

2.1 If yes to previous, provide addresses for each location where 50% or more of program credits may be earned.

3 Example of Program Improvement

2016-2017:

BADM 690: Changed the title from “Practicum of Consulting” to “Internship” and entered an agreement with the McNeese Small Business Development Center (SBDC) so MBA students could intern with SBDC.

2017-2018:

4 Program Highlights from the Reporting Year

2016-2017:

Faculty have been working with students to present research papers at regional and state conferences. Some of the papers have been jointly published.

2017-2018:

5 Program Mission

The mission of the Master of Business Administration program is to prepare students with the knowledge and skills needed to succeed in a globally competitive environment.

6 Institutional Mission Reference

The purpose/mission of the MBA program directly parallels the purpose/mission of the College of Business and McNeese State University. The program offers advanced study in business for residents of southwest Louisiana and beyond and serves as a resource for education, training, and professional consultation to public and private sectors throughout the region.

7 Assessment and Benchmark BADM 615 Written Communication Skill Component

Assessment: A course-specific rubric has been developed with appropriate attributes/objectives and corresponding descriptors. The written communication skill component is assessed by at least two independent in-house graduate faculties other than the instructor. A random sample of at least 25%-30% of the student population in each class is used for the evaluation. Students included in the random sample are assessed as exceeds expectations with a frequency-weighted average score of at least 85%, meets expectations with that of at least 75%, and does not meet expectations with weighted average score below 75% on a 100-point scale. The overall weighted average score of 75% is used as the benchmark for meeting learning expectations in each of the above courses.

For this assessment, the attributes/objectives and their descriptors are as follows:

- **Scope:** Recognition and explanation of the scope of the project and clear statement of goals.
- **Methodology:** Methodology architecture described in detail including all analytical tools.
- **Analytics:** Demonstrates analytical ability through mathematical modeling and/or statistical methods.
- **Recommendation:** Clear course of action recommended based on sound reasoning presented in methodology and analysis.

Benchmark: An overall weighted mean score of 75% will be achieved by a random sample of 25-30% of the students enrolled in the course.

Course Links

BADM615 [Operations Management (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 1 [Program]

Students will be able to properly apply project management principles to a practical situation.

7.1 Data

Class and Sample Sizes by Term:

Term	Class Size		Sample Size	
	Traditional Program	Online Program	Traditional Program	Online Program
Fall 2015	25	–	6	–
Fall 2016	15	13	4	4
Fall 2017				
Fall 2018				

Fall 2015 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Scope	89.1	84	–	88.25
	(10)	(2)	(0)	
Methodology	90.67	83.33	–	88.83
	(9)	(3)	(0)	
Analytics	92.33	81.5	–	86.92
	(6)	(6)	(0)	
Recommendation	90.28	78.8	–	85.5
	(7)	(5)	(0)	

Fall 2016 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Scope	91	–	–	91
	(8)	(0)	(0)	
Methodology	92.5	81.5	–	89.75
	(6)	(2)	(0)	
Analytics	88.25	–	–	88.25
	(8)	(0)	(0)	
Recommendation	87.6	81.33	–	85.25
	(5)	(3)	(0)	

(COMBINED CLASS AND ONLINE)

Fall 2014	87.66	–	91.47	–	90.87	–	86.67	–
Fall 2015	88.25	–	88.83	–	86.92	–	85.5	–
Fall 2016	91	89	89.75	88	88.25	86.88	85.25	85.75
Fall 2017								
Fall 2018								

Course Links

BADM615 [Operations Management (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 1 [Program]

Students will be able to properly apply project management principles to a practical situation.

7.1.1 Analysis of Data and Plan for Continuous Improvement [Not Approved]

2015-2016:

Data for fall 2013 is not applicable due to the rubric being changed in fall 2014 as a result of a change in faculty. The scores for fall 2015 decreased for each attribute or objective, with the exception of the score for Scope. We will continue to monitor for one more year before revising the benchmark or taking remedial action. Furthermore, the MBA program was approved to be offered 100% online in December 2015. Scores will begin to be disaggregated in 2016-2017.

2016-2017:

The scores all increased for the Traditional program in fall 2016, apart from Recommendation, however this did still reach the benchmark. The online program scores were slightly lower than in the traditional program, apart from for Recommendation, but they all exceeded the benchmark.

2017-2018:

Course Links

BADM615 [Operations Management (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 1 [Program]

Students will be able to properly apply project management principles to a practical situation.

8 Assessment and Benchmark BADM 618 Written Communication Skill Component

Assessment: A course-specific rubric has been developed with appropriate attributes/objectives and corresponding descriptors. The written communication skill component is assessed by at least two independent in-house graduate faculties other than the instructor. A random sample of at least 25%-30% of the student population in each class is used for the evaluation. Students included in the random sample are assessed as exceeds expectations with a frequency-weighted average score of at least 85%, meets expectations with that of at least 75%, and do not meet expectations with weighted average score below 75% on a 100-point scale. The overall weighted average score of 75% is used as benchmark for meeting learning expectation in each of the above courses.

For this assessment, the attributes/objectives and their descriptors are as follows:

- Knowledge of global environment dimensions: Identification of most of the relevant factors (economic, cultural, regulatory, political).
- Compare and contrast similarities and differences of international business environment:

Analysis of impact of global factors with few inaccuracies in analysis.

- Business strategies, characteristics, and justifications: Application of analysis to specific management situation, with good conclusions and policy recommendations made.

Benchmark: An overall weighted mean score of 75% will be achieved by a random sample of 25-30% of the students enrolled in the course.

Course Links

BADM618 [International Business (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 2 [Program]

Students will be able to demonstrate decision making in an overall dynamic global environment.

8.1 Data

Class and Sample Sizes by Term:

Term	Class Size		Sample Size	
	Traditional Program	Online Program	Traditional Program	Online Program
Fall 2015	21	N/A	5	N/A
Fall 2016	16	6	4	3
Fall 2017				
Fall 2018				

Fall 2015 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Knowledge of global environment dimensions	90.75	80.33	–	84.5
	(4)	(6)	(0)	
Compare and contrast similarities and differences of international business environment	87.25	81	–	83.5
	(4)	(6)	(0)	
Business strategies, characteristics and justifications	–	78	–	78
	(0)	(10)	(0)	

Fall 2016 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Knowledge of global environment dimensions	89.25	75.75	–	82.5
	(4)	(4)	(0)	
Compare and contrast similarities and differences of international business environment	89.25	75.75	–	82.5
	(4)	(4)	(0)	
Business strategies, characteristics and	90.5	77.5	–	80.75

justifications	(2)	(6)	(0)	
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(COMBINED CLASS AND ONLINE)

Fall 2016 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Knowledge of global environment dimensions	89.28	77.57	–	83.43
	(7)	(7)	(0)	
Compare and contrast similarities and differences of international business environment	88.71	77.57	–	83.14
	(13)	(3)	(0)	
Business strategies, characteristics and justifications	89.75	79	–	71.79
	(4)	(10)	(0)	

Fall 2017 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Knowledge of global environment dimensions	(0)	(0)	(0)	
Compare and contrast similarities and differences of international business environment	(0)	(0)	(0)	
Business strategies, characteristics and justifications	(0)	(0)	(0)	

(COMBINED CLASS AND ONLINE)

Fall 2017 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Knowledge of global environment dimensions	(0)	(0)	(0)	
Compare and contrast similarities and differences of international business environment	(0)	(0)	(0)	
Business strategies, characteristics and justifications	(0)	(0)	(0)	

Summary of Weighted Mean Scores by Term:

	Knowledge of global environment	Compare and contrast international business	Business strategies, characteristics and
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Term	dimensions		environment		justifications	
	Traditional Program	Online Program	Traditional Program	Online Program	Traditional Program	Online Program
Fall 2013	80.46	N/A	79.79	N/A	78.33	N/A
Fall 2014	80.67	N/A	79.79	N/A	76.33	N/A
Fall 2015	84.5	N/A	83.5	N/A	78	N/A
Fall 2016	82.5	84.67	82.5	84	80.75	83.17
Fall 2017						
Fall 2018						

Course Links

BADM618 [International Business (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 2 [Program]

Students will be able to demonstrate decision making in an overall dynamic global environment.

8.1.1 Analysis of Data and Plan for Continuous Improvement [Not Approved]

2015-2016:

The benchmark was exceeded in all areas for fall 2015, and the scores for fall 2015 were overall higher than the scores for fall 2014. The score for Business strategies, characteristics, and justifications was slightly lower in fall 2015 than it was for fall 2014, but the fall 2015 score increased from fall 2014. Because that one score has not consistently increased and no students exceeded expectations in fall 2015, we will seek to improve the score through instruction and take further, more substantial action if needed for fall 2017. Furthermore, the MBA program was approved to offered 100% online in December 2015. Scores will begin to be disaggregated in 2016-2017.

2016-2017:

No weighted means for either the Traditional or Online programs exceeded expectations, however all exceeded the benchmark for all attributes. Business strategies, characteristics and justifications score was the only one to increase in the Traditional program from fall 2015-fall 2016. The scores for the Online program were higher in every aspect compared to the Traditional program.

2017-2018:

Course Links

BADM618 [International Business (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 2 [Program]

Students will be able to demonstrate decision making in an overall dynamic global environment.

9 Assessment and Benchmark FIN 620 Written Communication Skill Component

Assessment: A course-specific rubric has been developed with appropriate attributes/objectives and corresponding descriptors. The written communication skill component is assessed by at least two independent in-house graduate faculties other than the instructor. A random sample of at least 25%-30% of the student population in each class is used for the evaluation. Students included in the random sample are assessed as exceeds expectations with a frequency-weighted average score of at least 85%, meets expectations with that of at least 75%, and do not meet expectations with weighted average score below 75% on a 100-point scale. The overall weighted average score of 75% is used as benchmark for meeting learning expectation in each of the above courses.

For this assessment, the attributes/objectives and their descriptors are as follows:

- Identification and definition of the problem: Significant symptoms and problems are identified and the overall problem is defined.
- Appropriate problem-solving approach and application: An appropriate problem-solving approach is selected and effectively utilized.
- Accuracy of numerical solutions and reasoning: The numerical solutions are correct and intuitively explained.

Benchmark: An overall weighted mean score of 75% will be achieved by a random sample of 25-30% of the students enrolled in the course.

Course Links

FIN620 [Financial Management Policies (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 3 [Program]

Students will be able to analyze and solve problems in a financial environment.

9.1 Data

Class and Sample Sizes by Term:

Term	Class Size		Sample Size	
	Traditional Program	Online Program	Traditional Program	Online Program
Fall 2015	20	N/A	6	N/A
Fall 2016	25	12	6	4
Fall 2017				
Fall 2018				

Fall 2015 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Identification and Definition of the Problem	82.5	73.7	–	75.67
	(2)	(10)	(0)	
Appropriate Problem-Solving Approach and Application	88.0	73.75	65	72.75
	(1)	(8)	(3)	
Accuracy of Numerical Solutions and Reasoning	–	75.4	62.71	68.0
	(0)	(5)	(7)	

Fall 2016 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Identification and Definition of the Problem	87.63	74	–	83.08
	(8)	(4)	(0)	
Appropriate Problem-Solving Approach and Application	88.2	76	–	81.08
	(5)	(7)	(0)	

Accuracy of Numerical Solutions and Reasoning	90	74.17	–	77.9
	(4)	(6)	(0)	

(COMBINED CLASS AND ONLINE)

Fall 2016 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Identification and Definition of the Problem	88.64	74.33	–	84.35
	(14)	(6)	(0)	
Appropriate Problem-Solving Approach and Application	88.8	75.7	–	82.25
	(13)	(3)	(0)	
Accuracy of Numerical Solutions and Reasoning	89.75	74.22	65	70.1
	(8)	(9)	(3)	

Fall 2017 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Identification and Definition of the Problem				
	(0)	(0)	(0)	
Appropriate Problem-Solving Approach and Application				
	(0)	(0)	(0)	
Accuracy of Numerical Solutions and Reasoning				
	(0)	(0)	(0)	

(COMBINED CLASS AND ONLINE)

Fall 2017 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Identification and Definition of the Problem				
	(0)	(0)	(0)	
Appropriate Problem-Solving Approach and Application				
	(0)	(0)	(0)	
Accuracy of Numerical Solutions and Reasoning				
	(0)	(0)	(0)	

Summary of Weighted Mean Scores by Term:

Term	Identification and Definition of the Problem		Appropriate Problem-Solving Approach and Application		Accuracy of Numerical Solutions and Reasoning	
	Traditional Program	Online Program	Traditional Program	Online Program	Traditional Program	Online Program

Fall 2013	77.08	N/A	72.58	N/A	71.83	N/A
Fall 2014	80.14	N/A	78.33	N/A	74.9	N/A
Fall 2015	75.67	N/A	72.75	N/A	68.0	N/A
Fall 2016	83.08	86.25	81.08	84.0	77.9	80.75
Fall 2017						
Fall 2018						

Course Links

FIN620 [Financial Management Policies (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 3 [Program]

Students will be able to analyze and solve problems in a financial environment.

9.1.1 Analysis of Data and Plan for Continuous Improvement [Not Approved]

2015-2016:

Because students failed to meet the benchmark in two out of the three attributes for fall 2015, the instructor has been informed to address this issue. We would like to monitor results for one more year to see if the instructor's remedies were successful or take further, more substantial remedial action. Furthermore, the MBA program was approved to offered 100% online in December 2015. Scores will begin to be disaggregated in 2016-2017.

2016-2017:

The scores in every attribute increased above the benchmark for fall 2016 for the Traditional program, and the online scores were higher than the traditional program scores.

2017-2018:

Course Links

FIN620 [Financial Management Policies (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 3 [Program]

Students will be able to analyze and solve problems in a financial environment.

10 Assessment and Benchmark MGMT 622 Written Communication Skill Component

Assessment: A course-specific rubric has been developed with appropriate attributes/objectives and corresponding descriptors. The written communication skill component is assessed by at least two independent in-house graduate faculties other than the instructor. A random sample of at least 25%-30% of the student population in each class is used for the evaluation. Students included in the random sample are assessed as exceeds expectations with a frequency-weighted average score of at least 85%, meets expectations with that of at least 75%, and do not meet expectations with weighted average score below 75% on a 100-point scale. The overall weighted average score of 75% is used as benchmark for meeting learning expectation in each of the above courses.

For this assessment, the attributes/objectives and their descriptors are as follows:

- Knowledge and understanding of the relevant management functions in this situation: Proper identification and evaluation of the relevant management functions (planning, organizing, influencing, and controlling).
- Utilize the appropriate management functions during problem resolution: Proper analysis of the situation through the application of the appropriate management functions.
- Demonstrated the ability to make decisions in line with the appropriate management functions: Applied the decision making process effectively and generated and evaluated alternatives properly and made reasonable choices among alternatives.

Benchmark: An overall weighted mean score of 75% will be achieved by a random sample of 25-30% of the students enrolled in the course.

Course Links

MGMT622 [Organizational Behavior (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 4 [Program]

Students will be able to properly evaluate a business situation by utilizing the appropriate management functions and thereby making logic.

10.1 Data

Class and Sample Sizes by Term:

Term	Class Size		Sample Size	
	Traditional Program	Online Program	Traditional Program	Online Program
Spring 2016	20	N/A	6	N/A
Spring 2017	25	12	6	4
Spring 2018				
Spring 2019				

Spring 2016 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Knowledge and understanding of the relevant management functions in this situation	85	75	–	76
	(1)	(9)	(0)	
Utilize the appropriate management functions during problem resolution	–	75.2	–	75.2
	(0)	(8)	(0)	
Demonstrate the ability to make decisions in line with the appropriate management functions	–	76.7	–	76.7
	(0)	(10)	(0)	

Spring 2017 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Knowledge and understanding of the relevant management functions in this situation	88.75	77.25	58.75	76
	(4)	(4)	(4)	
Utilize the appropriate management functions during problem resolution	90	76.5	50.83	65.92
	(2)	(4)	(6)	
Demonstrate the ability to make decisions in line with the appropriate	90	77.5	49	65.33

management functions	(2)	(4)	(6)	
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(COMBINED CLASS AND ONLINE)

Spring 2017 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Knowledge and understanding of the relevant management functions in this situation	90.28	76.71	56.67	75.45
	(7)	(7)	(6)	
Utilize the appropriate management functions during problem resolution	89.33	76.4	50.89	68.8
	(6)	(5)	(9)	
Demonstrate the ability to make decisions in line with the appropriate management functions	90.4	77.86	46.75	68.55
	(5)	(7)	(8)	

Spring 2018 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Knowledge and understanding of the relevant management functions in this situation				
	(0)	(0)	(0)	
Utilize the appropriate management functions during problem resolution				
	(0)	(0)	(0)	
Demonstrate the ability to make decisions in line with the appropriate management functions				
	(0)	(0)	(0)	

(COMBINED CLASS AND ONLINE)

Spring 2018 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Knowledge and understanding of the relevant management functions in this situation				
	(0)	(0)	(0)	
Utilize the appropriate management functions during problem resolution				
	(0)	(0)	(0)	
Demonstrate the ability to make decisions in line with the appropriate				
	(0)	(0)	(0)	

management functions				
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Summary of Weighted Mean Scores by Term:

Term	Knowledge and understanding of the relevant management functions in this situation		Utilize the appropriate management functions during problem resolution		Demonstrate the ability to make decisions in line with the appropriate management functions	
	Traditional Program	Online Program	Traditional Program	Online Program	Traditional Program	Online Program
Spring 2014	84.33	N/A	84.11	N/A	81.17	N/A
Spring 2015	N/A	N/A	N/A	N/A	N/A	N/A
Spring 2016	76	N/A	75.2	N/A	76.7	N/A
Spring 2017	74.92	76.25	65.92	73.13	65.33	73.38
Spring 2018						
Spring 2019						

Course Links

MGMT622 [Organizational Behavior (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 4 [Program]

Students will be able to properly evaluate a business situation by utilizing the appropriate management functions and thereby making logic.

10.1.1 Analysis of Data and Plan for Continuous Improvement [Not Approved]

2015-2016:

Data for spring 2015 is not available because it was not reported correctly. The scores for spring 2016 may have met the benchmark but decreased in all attributes from spring 2014. We will continue to monitor for one more year before revising the benchmark or taking remedial action. Furthermore, the MBA program was approved to offered 100% online in December 2015. Scores will begin to be disaggregated in 2016-2017.

2016-2017:

Scores for every attribute, in exception to the Online program "knowledge and understanding of the relevant management functions in this situation", did not meet the 75% benchmark. The online program scored higher in every aspect in comparison to the traditional program.

2017-2018:

Course Links

MGMT622 [Organizational Behavior (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 4 [Program]

Students will be able to properly evaluate a business situation by utilizing the appropriate management functions and thereby making logic.

11 Assessment and Benchmark MGMT 699 Written Communication Skill Component

Assessment: A course-specific rubric has been developed with appropriate attributes/objectives and corresponding descriptors. The written communication skill component is assessed by at least two independent in-house graduate faculties other than the instructor. A random sample of at least 25%-30% of the student population in each class is used for the evaluation. Students included in the random sample are assessed as exceeds expectations with a frequency-weighted average score of at least 85%, meets expectations with that of at least 75%, and do not meet expectations with weighted average score below 75% on a 100-point scale. The overall weighted

average score of 75% is used as benchmark for meeting learning expectation in each of the above courses.

For this assessment, the attributes/objectives and their descriptors are as follows:

- Definition of the problem: Identifies the main problem and subsidiary, embedded, or implicit aspects of the problem.
- Appropriateness of information for evaluation of the problem: Identifies relevant information needed to further develop both the problem and possible solutions. Cites and interprets relevant information consistently.
- Identification of relationships in evaluation: Offers analyses or evaluation of information of different facets of the problem and does a good job linking them to the broader problem.
- Demonstrated ability to make policy recommendations: Draws warranted, non-fallacious conclusions and successfully draws out policy recommendations that appear consistent with the conclusions.

Benchmark: An overall weighted mean score of 75% will be achieved by a random sample of 25-30% of the students enrolled in the course.

Course Links

MGMT699 [Seminar in Strategic Management and Business Policy (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 5 [Program]

Students will be able to analyze business cases to improve critical thinking.

11.1 Data

Class and Sample Sizes by Term:

Term	Class Size		Sample Size	
	Traditional Program	Online Program	Traditional Program	Online Program
Spring 2016	6	N/A	6	N/A
Fall 2016	6	N/A	6	N/A
Fall 2017				
Spring 2018				
Spring 2019				

Spring 2016 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Definition of the problem	86.67 (3)	78.33 (9)	– (0)	80.42
Appropriateness of information for evaluation of the problem	91 (1)	78 (8)	64.67 (3)	75.75
Identification of relationships in evaluation	86.5 (2)	79.8 (10)	– (0)	89.2
Demonstrated ability to make policy recommendations	85 (3)	75.56 (9)	– (0)	77.92

Fall 2016 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Definition of the problem	87.5	76.5	–	85.3
	(8)	(2)	(0)	
Appropriateness of information for evaluation of the problem	90.67	70	–	88.6
	(9)	(1)	(0)	
Identification of relationships in evaluation	91.22	71	–	89.2
	(9)	(1)	(0)	
Demonstrated ability to make policy recommendations	90	80.5	–	86.2
	(6)	(4)	(0)	

Fall 2017 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Definition of the problem				
	(0)	(0)	(0)	
Appropriateness of information for evaluation of the problem				
	(0)	(0)	(0)	
Identification of relationships in evaluation				
	(0)	(0)	(0)	
Demonstrated ability to make policy recommendations				
	(0)	(0)	(0)	

(COMBINED CLASS AND ONLINE)

Fall 2017 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Definition of the problem				
	(0)	(0)	(0)	
Appropriateness of information for evaluation of the problem				
	(0)	(0)	(0)	
Identification of relationships in evaluation				
	(0)	(0)	(0)	

Spring 2016	80.42	N/A	75.75	N/A	80.92	N/A	77.92	N/A
Fall 2016	85.3	N/A	88.6	N/A	89.2	N/A	86.2	N/A
Fall 2017								
Spring 2018								
Spring 2019								

Course Links

MGMT699 [Seminar in Strategic Management and Business Policy (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 5 [Program]

Students will be able to analyze business cases to improve critical thinking.

11.1.1 Analysis of Data and Plan for Continuous Improvement [Not Approved]

2015-2016:

Data for spring 2015 is not available because it was not reported correctly. The scores for spring 2016 may have met the benchmark but decreased in two attributes and only increased slightly in the other two attributes from spring 2014. We will continue to monitor for one more year before revising the benchmark or taking remedial action. Furthermore, the MBA program was approved to offered 100% online in December 2015. Scores will begin to be disaggregated in 2016-2017.

2016-2017:

2017-2018:

Course Links

MGMT699 [Seminar in Strategic Management and Business Policy (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 5 [Program]

Students will be able to analyze business cases to improve critical thinking.

12 Assessment and Benchmark MKTG 620 Written Communication Skill Component

Assessment: A course-specific rubric has been developed with appropriate attributes/objectives and corresponding descriptors. The written communication skill component is assessed by at least two independent in-house graduate faculties other than the instructor. A random sample of at least 25%-30% of the student population in each class is used for the evaluation. Students included in the random sample are assessed as exceeds expectations with a frequency-weighted average score of at least 85%, meets expectations with that of at least 75%, and do not meet expectations with weighted average score below 75% on a 100-point scale. The overall weighted average score of 75% is used as benchmark for meeting learning expectation in each of the above courses.

For this assessment, the attributes/objectives and their descriptors are as follows:

- Knowledge and understanding of the marketing concept as it relates to this situation: Proper evaluation fo the situation in relation to the marketing concept.
- The ability to isolate one or more target markets in line with the marketing concept and situational factors (Marketing Strategy Component 1): Properly isolated each unique target market in line with the marketing concept and situational factors.
- The ability to develop a unique marketing mix to satisfy each target market (Marketing

Strategy Component 2) and create a viable marketing strategy.

Benchmark: An overall weighted mean score of 75% will be achieved by a random sample of 25-30% of the students enrolled in the course.

Course Links

MKTG620 [Marketing Management (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 6 [Program]

Students will be able to evaluate an appropriate marketing strategy.

12.1 Data

Class and Sample Sizes by Term:

Term	Class Size		Sample Size	
	Traditional Program	Online Program	Traditional Program	Online Program
Spring 2016	19	N/A	5	N/A
Fall 2016	17	20	4	5
Fall 2017				
Spring 2018				
Spring 2019				

Spring 2016 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Knowledge and understanding of the marketing concept as it relates to this situation	85.75	82.83	–	84
	(4)	(6)	(0)	
The ability to isolate one or more target markets in line with the marketing concept and situational factors	–	78.9	–	78.9
	(0)	(10)	(0)	
The ability to develop a unique marketing mix to satisfy each target market and create a viable marketing strategy	–	78.8	–	78.8
	(0)	(10)	(0)	

Fall 2016 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Knowledge and understanding of the marketing concept as it relates to this situation	85	78.29	–	79.13
	(1)	(7)	(0)	
The ability to isolate one	85	78.29	–	

or more target markets in line with the marketing concept and situational factors	(1)	(7)	(0)	79.13
The ability to develop a unique marketing mix to satisfy each target market and create a viable marketing strategy	85	78.29	–	79.13
	(1)	(7)	(0)	

(COMBINED CLASS AND ONLINE)

Fall 2016 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Knowledge and understanding of the marketing concept as it relates to this situation	85.67	78.27	–	79.5
	(3)	(15)	(0)	
The ability to isolate one or more target markets in line with the marketing concept and situational factors	85	79.31	68	79
	(1)	(16)	(1)	
The ability to develop a unique marketing mix to satisfy each target market and create a viable marketing strategy	85	79.31	68	79
	(1)	(16)	(1)	

Fall 2017 - Rubric for Written Communication:

Attributes/ Objectives	Average Score (%)			Weighted Mean
	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	
Knowledge and understanding of the marketing concept as it relates to this situation				
	(0)	(0)	(0)	
The ability to isolate one or more target markets in line with the marketing concept and situational factors				
	(0)	(0)	(0)	
The ability to develop a unique marketing mix to satisfy each target market and create a viable marketing strategy				
	(0)	(0)	(0)	

(COMBINED CLASS AND ONLINE)

Fall 2017 - Rubric for Written Communication:

	Average Score (%)			

Attributes/ Objectives	Exceeds Expectation (85-100)	Meets Expectation (70-84)	Does Not Meet Expectation (69)	Weighted Mean
Knowledge and understanding of the marketing concept as it relates to this situation				
	(0)	(0)	(0)	
The ability to isolate one or more target markets in line with the marketing concept and situational factors				
	(0)	(0)	(0)	
The ability to develop a unique marketing mix to satisfy each target market and create a viable marketing strategy				
	(0)	(0)	(0)	

Summary of Weighted Mean Scores by Term:

Term	Knowledge and understanding of the marketing concept as it relates to this situation		The ability to isolate one or more target markets in line with the marketing concept and situational factors		The ability to develop a unique marketing mix to satisfy each target market and create a viable marketing strategy	
	Traditional Program	Online Program	Traditional Program	Online Program	Traditional Program	Online Program
Spring 2014	83	N/A	83.27	N/A	82.47	N/A
Spring 2015	N/A	N/A	N/A	N/A	N/A	N/A
Spring 2016	84	N/A	78.9	N/A	78.8	N/A
Fall 2016	79.13	N/A	79.13	N/A	79.13	N/A
Fall 2017						
Spring 2018						
Spring 2019						

Course Links

MKTG620 [Marketing Management (Lec. 3, Cr. 3)]

Outcome Links

Learning Goal 6 [Program]

Students will be able to evaluate an appropriate marketing strategy.

12.1.1 Analysis of Data and Plan for Continuous Improvement [Not Approved]

2015-2016:

Data for spring 2015 is not available because it was not reported correctly. The scores for spring 2016 may have met the benchmark but decreased in two attributes and only increased slightly in the other attribute from spring 2014. We will continue to monitor for one more year before revising the benchmark or taking remedial action. Furthermore, the MBA program was approved to offered 100% online in December 2015. Scores will begin to be disaggregated in 2016-2017.

2016-2017:

2017-2018:

Course Links**MKTG620 [Marketing Management (Lec. 3, Cr. 3)]****Outcome Links****Learning Goal 6 [Program]**

Students will be able to evaluate an appropriate marketing strategy.

13 Assessment and Benchmark Major Field Test

Assessment: The ETS[®] Major Field Test for the MBA consists of 124 multiple-choice questions, half of which are based on short case-study scenarios. Questions employ materials such as diagrams, graphs and statistical data. Mathematical operations do not require a calculator. Most of the questions require knowledge of specific information drawn from marketing, management, finance and managerial accounting, or a combination of these.

Benchmark 1: Students will score a mean of 50% correct in the Accounting assessment category of the MFT.

Benchmark 2: Students will score a mean of 50% correct in the Finance assessment category of the MFT.

Benchmark 3: Students will score a mean of 50% correct in the Management assessment category of the MFT.

Benchmark 4: Students will score a mean of 50% correct in the Strategic Integration assessment category of the MFT.

Benchmark 5: Students will score a mean of 50% correct in the Marketing assessment category of the MFT.

Outcome Links**Learning Goal 3 [Program]**

Students will be able to analyze and solve problems in a financial environment.

Learning Goal 4 [Program]

Students will be able to properly evaluate a business situation by utilizing the appropriate management functions and thereby making logic.

Learning Goal 5 [Program]

Students will be able to analyze business cases to improve critical thinking.

Learning Goal 6 [Program]

Students will be able to evaluate an appropriate marketing strategy.

13.1 Data Accounting Assessment Category of MFT [Not Approved]

Traditional Program:

Term	# of students	Average Score	Benchmark met?
Fall 2014	18	50	Yes
Spring 2015	11	55	Yes
Fall 2015	6	54	Yes
Spring 2016	5	47	No
Fall 2016	NR	NR	NR
Spring 2017	NR	NR	NR
Fall 2017	NR	NR	NR
Spring 2018	NR	NR	NR

NR = Not Reported

Online Program:

Term	# of students	Average Score	Benchmark met?
Fall 2014	NR	NR	NR
Spring 2015	NR	NR	NR
Fall 2015	NR	NR	NR
Spring 2016	NR	NR	NR
Fall 2016	NR	NR	NR
Spring 2017	NR	NR	NR
Fall 2017	NR	NR	NR
Spring 2018	NR	NR	NR

NR = Not Reported

Outcome Links

Learning Goal 3 [Program]

Students will be able to analyze and solve problems in a financial environment.

13.1.1 Analysis of Data and Plan for Continuous Improvement Accounting Assessment

Category of MFT [Not Approved]

2015-2016:

Based on the above MFT scores, students' performance in accounting has declined relative to the previous semesters. The results substantiate the results generated from using the rubric. The performance decline will be addressed at the department, department head, and dean levels, and we will monitor the scores for one more year before revising the benchmark or taking further, more substantial remedial action.

Furthermore, the MBA program was approved to offered 100% online in December 2015. Scores will begin to be disaggregated in 2016-2017.

2016-2017:

2017-2018:

Outcome Links

Learning Goal 3 [Program]

Students will be able to analyze and solve problems in a financial environment.

13.2 Data Finance Assessment Category of MFT [Not Approved]

Traditional Program:

Term	# of students	Average Score	Benchmark met?
Fall 2014	18	46	No
Spring 2015	11	53	Yes
Fall 2015	6	53	Yes
Spring 2016	5	43	No
Fall 2016	NR	NR	NR
Spring 2017	NR	NR	NR
Fall 2017	NR	NR	NR
Spring 2018	NR	NR	NR

NR = Not Reported

Online Program:

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Term	# of students	Average Score	Benchmark met?
Fall 2014	NR	NR	NR
Spring 2015	NR	NR	NR
Fall 2015	NR	NR	NR
Spring 2016	NR	NR	NR
Fall 2016	NR	NR	NR
Spring 2017	NR	NR	NR
Fall 2017	NR	NR	NR
Spring 2018	NR	NR	NR

NR = Not Reported

Outcome Links

Learning Goal 3 [Program]

Students will be able to analyze and solve problems in a financial environment.

13.2.1 Analysis of Data and Plan for Continuous Improvement Finance Assessment Category of MFT [Not Approved]

2015-2016:

Based on the above MFT scores, students' performance in finance has declined relative to the previous semesters. The results substantiate the results generated from using the rubric. The performance decline will be addressed at the department, department head, and dean levels, and we will monitor the scores for one more year before revising the benchmark or taking further, more substantial remedial action.

Furthermore, the MBA program was approved to offered 100% online in December 2015. Scores will begin to be disaggregated in 2016-2017.

2016-2017:

2017-2018:

Outcome Links

Learning Goal 3 [Program]

Students will be able to analyze and solve problems in a financial environment.

13.3 Data Management Assessment Category of MFT [Not Approved]

Traditional Program:

Term	# of students	Average Score	Benchmark met?
Fall 2014	18	59	Yes
Spring 2015	11	64	Yes
Fall 2015	6	62	Yes
Spring 2016	5	56	Yes
Fall 2016	NR	NR	NR
Spring 2017	NR	NR	NR
Fall 2017	NR	NR	NR
Spring 2018	NR	NR	NR

NR = Not Reported

Online Program:

	# of	Average	Benchmark

Term	students	Score	met?
Fall 2014	NR	NR	NR
Spring 2015	NR	NR	NR
Fall 2015	NR	NR	NR
Spring 2016	NR	NR	NR
Fall 2016	NR	NR	NR
Spring 2017	NR	NR	NR
Fall 2017	NR	NR	NR
Spring 2018	NR	NR	NR

NR = Not Reported

Outcome Links

Learning Goal 4 [Program]

Students will be able to properly evaluate a business situation by utilizing the appropriate management functions and thereby making logic.

13.3.1 Analysis of Data and Plan for Continuous Improvement Management Assessment

Category of MFT [Not Approved]

2015-2016:

The benchmark has been consistently met for the last four semesters; therefore, the benchmark will be revised in 2016-2017 to state, "Students will score a mean of 55% correct in the Management assessment category of the MFT". Furthermore, the MBA program was approved to offered 100% online in December 2015. Scores will begin to be disaggregated in 2016-2017.

2016-2017:

2017-2018:

Outcome Links

Learning Goal 4 [Program]

Students will be able to properly evaluate a business situation by utilizing the appropriate management functions and thereby making logic.

13.4 Data Strategic Integration Assessment Category of MFT [Not Approved]

Traditional Program:

Term	# of students	Average Score	Benchmark met?
Fall 2014	18	55	Yes
Spring 2015	11	60	Yes
Fall 2015	6	62	Yes
Spring 2016	5	49	No
Fall 2016	NR	NR	NR
Spring 2017	NR	NR	NR
Fall 2017	NR	NR	NR
Spring 2018	NR	NR	NR

NR = Not Reported

Online Program:

Term	# of students	Average Score	Benchmark met?
Fall 2014	NR	NR	NR

Spring 2015	NR	NR	NR
Fall 2015	NR	NR	NR
Spring 2016	NR	NR	NR
Fall 2016	NR	NR	NR
Spring 2017	NR	NR	NR
Fall 2017	NR	NR	NR
Spring 2018	NR	NR	NR

NR = Not Reported

Outcome Links

Learning Goal 5 [Program]

Students will be able to analyze business cases to improve critical thinking.

13.4.1 Analysis of Data and Plan for Continuous Improvement Strategic Integration Assessment

Category of MFT [Not Approved]

2015-2016:

Based on the above MFT scores, students' performance in strategic integration has significantly declined relative to previous semesters. The results do not substantiate the results generated by the MGMT 699 written communication skill component. The performance decline will be addressed at the department, department head, and dean levels, and we will monitor the scores for one more year before revising the benchmark or taking further, more substantial remedial action.

Furthermore, the MBA program was approved to offered 100% online in December 2015. Scores will begin to be disaggregated in 2016-2017.

2016-2017:

2017-2018:

Outcome Links

Learning Goal 5 [Program]

Students will be able to analyze business cases to improve critical thinking.

13.5 Data Marketing Assessment Category of MFT [Not Approved]

Traditional Program:

Term	# of students	Average Score	Benchmark met?
Fall 2014	18	58	Yes
Spring 2015	11	62	Yes
Fall 2015	6	60	Yes
Spring 2016	5	51	Yes
Fall 2016	NR	NR	NR
Spring 2017	NR	NR	NR
Fall 2017	NR	NR	NR
Spring 2018	NR	NR	NR

NR = Not Reported

Online Program:

Term	# of students	Average Score	Benchmark met?
Fall 2014	NR	NR	NR

Spring 2015	NR	NR	NR
Fall 2015	NR	NR	NR
Spring 2016	NR	NR	NR
Fall 2016	NR	NR	NR
Spring 2017	NR	NR	NR
Fall 2017	NR	NR	NR
Spring 2018	NR	NR	NR

NR = Not Reported

Outcome Links

Learning Goal 6 [Program]

Students will be able to evaluate an appropriate marketing strategy.

13.5.1 Analysis of Data and Plan for Continuous Improvement Marketing Assessment Category of MFT [Not Approved]

2015-2016:

Although the benchmark has been consistently met for the last four semesters, it was only narrowly met in the spring 2016 term; therefore, we would like to monitor results for one more year before revising the benchmark or taking remedial action. Furthermore, the MBA program was approved to offered 100% online in December 2015. Scores will begin to be disaggregated in 2016-2017.

2016-2017:

2017-2018:

Outcome Links

Learning Goal 6 [Program]

Students will be able to evaluate an appropriate marketing strategy.

Program outcomes

Learning Goal 1

Students will be able to properly apply project management principles to a practical situation.

Learning Goal 2

Students will be able to demonstrate decision making in an overall dynamic global environment.

Learning Goal 3

Students will be able to analyze and solve problems in a financial environment.

Learning Goal 4

Students will be able to properly evaluate a business situation by utilizing the appropriate management functions and thereby making logic.

Learning Goal 5

Students will be able to analyze business cases to improve critical thinking.

Learning Goal 6

Students will be able to evaluate an appropriate marketing strategy.

End of report