

Texas State University-San Marcos  
Academic Program Student Learning Outcomes Assessment

**Year** 2007-2008  
**College/Division** Business  
**Department/Unit** Business  
**Program Name/Department** Business Administration (MBA)  
**Program Code** 550G MBA  
**Contact** Dr. Robert A. Davis

**Mission Statement**

The McCoy College of Business Administration is a learning community dedicated to pursuing and sharing values, knowledge and skills that enable students to compete in a dynamic business environment. Serving primarily students from Texas, the McCoy College uses an applied approach focusing on creating a learning environment that places primary importance on teaching excellence complemented by intellectual contributions and supported by service. Learning Outcomes (MBA Graduate Program). AACSB-International standards for general management master's programs (e.g. MBA) stipulate that participation in a master's level degree program presupposes that students possess a base of general knowledge and skills appropriate to an undergraduate degree. Student learning at the master's level is developed in a more integrative, interdisciplinary fashion than undergraduate learning. Students completing an MBA program should be able to develop and demonstrate the following capacities: • Capacity to lead in organizations • Capacity to apply knowledge in new and unfamiliar circumstances through a conceptual understanding of relevant disciplines • Capacity to adapt and innovate to solve problems, to cope with unforeseen events, and to manage in unpredictable environments.

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**Evidence of Improvement**

MBA Task Force created fall 2007 to recommend program improvements. Group met through fall 2007 and spring 2008 semesters evaluating input from various sources. Input for discussion received from assessment instruments, current and former students, graduate faculty, and industry partners. Significant program improvements to be implemented fall 2009 after which assessment data will be compared with current data to evaluate impact of improvements.

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**Outcome Number 1**

1. Acquire and integrate knowledge of fundamental business disciplines to effectively manage domestic and global organizations in a dynamic environment.

**Method 1**

Direct (embedded) course assessment in the following courses: MGT 5314; MKT 5321; CIS 5318; MGT 5313.

**Result 1**

Each professor teaching a core course developed their own assignments, test items, and scoring rubrics for their assessment of student learning as well as established the scoring criteria. Students were evaluated as either "Exceeds Expectations," "Meets Expectations," or "Fails to Meet Expectations."

Overall on Outcome 1, 26.13% of the students were found to be exceeding expectations, 61.02% were found to be meeting expectations, and 13.85% were found to be failing to meet expectations.

**Method 2**

Indirect Assessments from: MBA Exit Survey (internal); Employer Survey (internal); General Faculty Survey (internal); Capstone Faculty Review (internal); Consultation with Advisory Boards/Councils (external).

**Result 2**

Discussions with capstone faculty and advisory board members suggest that MBA students for the most part are very knowledgeable about core business disciplines and their interactions. A review of completed MBA fall 2007 and spring 2008 exit surveys supports this view.

**Action Plan**

It does not appear that intervention is necessary at this time regarding Outcome 1. Assessment results will continue to be monitored watching for early warning signs. Faculty members teaching core courses will discuss among themselves ways to enhance student learning related to this outcome and will continue evaluating the measurement instruments and scales being used.

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**Outcome Number 2**

2. Integrate appropriate information technologies for managing business data for decision making, enhancing productivity, and communicating with others.

**Method 1**

Direct (embedded) course assessment in the following courses: ECO 5316; MKT 5321; QMST 5334; ACC 5361; FIN 5387; CIS 5318.

**Result 1**

Each professor teaching a core course developed their own assignments, test items, and scoring rubrics for their assessment of student learning as well as established the scoring criteria. Students were evaluated as either "Exceeds Expectations," "Meets Expectations," or "Fails to Meet Expectations."

Overall on Outcome 2, 35.44% of the students were found to be exceeding expectations, 50.38% were found to be meeting expectations, and 14.18% were found to be failing to meet expectations.

**Method 2**

Indirect Assessments from: MBA Exit Survey (internal); Employer Survey (internal); General Faculty Survey (internal); Capstone Faculty Review

(internal); Consultation with Advisory Boards/Councils (external).

**Result 2**

On the MBA exit surveys, 82% of respondents indicate satisfaction with their information technology skills described in Learning Outcome 2. Discussion with graduate faculty and advisory board members also support this determination.

**Action Plan**

It does not appear that intervention is necessary at this time regarding Outcome 2. Assessment results will continue to be monitored watching for early warning signs. Faculty members teaching core courses will discuss among themselves ways to enhance student learning related to this outcome and will continue evaluating the measurement instruments and scales being used.

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**Outcome Number 3**

3. Demonstrate analytical skills and critical thinking as applied to business decision making.

**Method 1**

Direct (embedded) course assessment in the following courses: MGT 5314; ECO 5316; MKT 5321; QMST 5334; ACC 5361; FIN 5387; CIS 5318; MGT 5313.

**Result 1**

Learning Outcome 3 will be assessed in classes beginning fall 2008.

**Method 2**

Indirect Assessments from: MBA Exit Survey (internal); Employer Survey (internal); General Faculty Survey (internal); Capstone Faculty Review (internal); Consultation with Advisory Boards/Councils (external).

**Result 2**

On MBA exit surveys, 100% of respondents were at least somewhat satisfied with their analytical skills with 81% reporting satisfied or very satisfied. Also in the area of critical thinking skills, 100% of respondents were at least somewhat satisfied and 81% were satisfied or very satisfied. Discussions with graduate faculty support this finding.

**Action Plan**

No intervention needed at this time.

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**Outcome Number 4**

4. Evaluate the issues associated with ethical leadership and conducting business in an ethical, legal, and socially responsible manner.

**Method 1**

Direct (embedded) course assessment in the following courses: MGT 5314; ECO 5316; ACC 5361; CIS 5318.

**Result 1**

Learning Outcome 4 will be evaluated in class beginning fall 2008.

**Method 2**

Indirect Assessments from: MBA Exit Survey (internal); Employer Survey (internal); General Faculty Survey (internal); Capstone Faculty Review (internal); Consultation with Advisory Boards/Councils (external).

**Result 2**

In all issues covered on the MBA exit survey that relate to this outcome (ethical understanding, legal and regulatory environment, leadership, etc.) at least 92% of respondents were at least somewhat satisfied with at least 60% reporting satisfied or very satisfied. Discussions with graduate faculty support this finding.

**Action Plan**

No intervention is necessary at this time.

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**Outcome Number 5**

5. Demonstrate the ability to communicate effectively, both orally and in writing, in new and unfamiliar circumstances.

**Method 1**

Direct (embedded) course assessment in the following courses: MGT 5314; ECO 5316; MKT 5321; ACC 5361; FIN 5387; MGT 5313.

**Result 1**

This outcome will be assessed in class starting in fall 2009.

**Method 2**

Indirect Assessments from: MBA Exit Survey (internal); Employer Survey (internal); General Faculty Survey (internal); Capstone Faculty Review (internal); Consultation with Advisory Boards/Councils (external).

**Result 2**

On the MBA exit surveys, 97.3% of respondents reported that they were at least somewhat satisfied with their oral communication skills with 81.1% reporting that they were satisfied or very satisfied. at least satisfaction

**Action Plan**

No intervention is necessary at this time.

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**Outcome Number 6**

6. Apply the skills needed to effectively lead and contribute to dynamic workgroups.

**Method 1**

Direct (embedded) course assessment in the following courses: MGT 5314; MKT 5321; CIS 5318; MGT 5313.

**Result 1**

Learning Outcome 4 will be evaluated in class beginning fall 2009.

**Method 2**

Indirect Assessments from: MBA Exit Survey (internal); Employer Survey (internal); General Faculty Survey (internal); Capstone Faculty Review (internal); Consultation with Advisory Boards/Councils (external).

**Result 2**

On the MBA exit surveys, 91.9% of respondents reported that they were at least somewhat satisfied with their their ability to lead, manage, and make decisions. Of the group, 73% reported that they were satisfied or very satisfied.

**Action Plan**

Planned modifications to the MBA program that will take effect fall 2009 will address leadership more directly. Future assessment results will be compared to current results to assess the impact of the revised program.

Chair Outcomes Status	Dean Outcomes Status	Chair Results Status	Dean Results Status
✓	✓	✓	✓