

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

Year 2006-2007
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.

Evidence of Improvement

Outcome Number 1

1. Acquire and integrate knowledge of fundamental business disciplines to effectively manage domestic and global organizations in a dynamic environment. 1a. Acquire knowledge of fundamental business disciplines to effectively manage domestic and global organizations in a dynamic environment. 1b. 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 5354; MGT 5313.

Result 1

Embedded assessment from courses will be gathered during the 2007-2008 academic year.

Method 2

Indirect Assessments from: Graduating Senior Survey (internal); Alumni Survey (Texas State); Employer Survey (internal); Core Course Survey (internal); General Faculty Survey (internal); Capstone Faculty Review (internal); Consultation with Internship Supervisors (internal); Consultation with Advisory Boards/Councils (external).

Result 2

The fall 2006 MBA Exit Survey found that 6% of respondents were very satisfied, 24% were satisfied, and 53% were somewhat satisfied with their education received in the areas relating to global issues. Results of interviews with MGT 5313 capstone course faculty suggests the need for improved integration of fundamental business disciplines.

Action Plan

Data from exit surveys and faculty interviews will be shared with department chairs and faculty teaching MBA core courses. Special emphasis will be placed on all core courses to increase integration of fundamental business disciplines. When embedded assessment data have been collected and analyzed, these results will also be shared and acted upon.

Outcome Number 2

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

Method 1

Direct (embedded) course assessment in the following courses: ECO 5316; MKT 5321; QMST 5334; ACC 5361; FIN 5387; CIS 5354.

Result 1

Embedded assessment from courses will be gathered during the 2007-2008 academic year.

Method 2

Indirect Assessments from: Graduating Senior Survey (internal); Alumni Survey (Texas State); Employer Survey (internal); Core Course Survey (internal); General Faculty Survey (internal); Capstone Faculty Review (internal); Consultation with Internship Supervisors (internal); Consultation with Advisory Boards/Councils (external).

Result 2

The fall 2006 MBA Exit Survey found that 18% of respondents were very satisfied, 35% were satisfied, and 35% were somewhat satisfied with their education received in the information technology area.

Action Plan

Data from exit surveys will be shared with department chairs and faculty teaching MBA core courses. Special emphasis will be placed on the

Information Technology core course in an effort to increase student satisfaction. When embedded assessment data have been collected and analyzed, these results will also be shared and acted upon.

Outcome Number 3

3. Demonstrate analytical skills and critical thinking as applied to business decision making. 3a. Demonstrate analytical skills used in business decision-making. 3b. Demonstrate critical thinking processes used in 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 5354; MGT 5313.

Result 1

Embedded assessment from courses will be gathered during the 2008-2009 academic year.

Method 2

Indirect Assessments from: Graduating Senior Survey (internal); Alumni Survey (Texas State); Employer Survey (internal); Core Course Survey (internal); General Faculty Survey (internal); Capstone Faculty Review (internal); Consultation with Internship Supervisors (internal); Consultation with Advisory Boards/Councils (external).

Result 2

The fall 2006 MBA Exit Survey found that 29% of respondents were very satisfied, 47% were satisfied, and 24% were somewhat satisfied with their education regarding analytical skills (ability to integrate, comprehend and synthesize). In the same survey 23% of respondents were very satisfied, 59% were satisfied, and 18% were somewhat satisfied with their education regarding critical thinking skills (ability to gather and assess relevant information in solving problems). Interview with MGT 5313 capstone course faculty suggested a need for further development of analytical and critical thinking skills.

Action Plan

Data from exit surveys and faculty interviews will be shared with department chairs and faculty teaching MBA core courses. Special emphasis will be placed on all core courses in an effort to improve these skills. When embedded assessment data have been collected and analyzed, these results will also be shared and acted upon.

Outcome Number 4

4. Evaluate the issues associated with ethical leadership and conducting business in an ethical, legal, and socially responsible manner. 4a. Evaluate the issues associated with ethical leadership. 4b. Evaluate the issues associated with 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 5354.

Result 1

Embedded assessment from courses will be gathered during the 2008-2009 academic year.

Method 2

Indirect Assessments from: Graduating Senior Survey (internal); Alumni Survey (Texas State); Employer Survey (internal); Core Course Survey (internal); General Faculty Survey (internal); Capstone Faculty Review (internal); Consultation with Internship Supervisors (internal); Consultation with Advisory Boards/Councils (external).

Result 2

The fall 2006 MBA Exit Survey found that 24% of respondents were very satisfied, 41% were satisfied, and 29% were somewhat satisfied with their education received in the area of ethical understanding.

Action Plan

Data from exit surveys will be shared with department chairs and faculty teaching MBA core courses. Special emphasis will be placed on all core courses in an effort to improve understanding of these issues. When embedded assessment data have been collected and analyzed, these results will also be shared and acted upon.

Outcome Number 5

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

Embedded assessment from courses will be gathered during the 2009-2010 academic year.

Method 2

Indirect Assessments from: Graduating Senior Survey (internal); Alumni Survey (Texas State); Employer Survey (internal); Core Course Survey (internal); General Faculty Survey (internal); Capstone Faculty Review (internal); Consultation with Internship Supervisors (internal); Consultation with Advisory Boards/Councils (external).

Result 2

The fall 2006 MBA Exit Survey found that 29% of respondents were very satisfied, 53% were satisfied, and 18% were somewhat satisfied with their education received in the area of oral communication. The fall 2006 MBA Exit Survey found that 23% of respondents were very satisfied, 65% were satisfied, and 12% were somewhat satisfied with their education received in the area of written communication. Advisory Boards

suggest a need to improve students' abilities in communicating in unfamiliar circumstances.

Action Plan

Data from exit surveys and advisory boards will be shared with department chairs and faculty teaching MBA core courses. Special emphasis will be placed on all core courses in an effort to improve these skills. When embedded assessment data have been collected and analyzed, these results will also be shared and acted upon.

Outcome Number 6

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

Method 1

Direct (embedded) course assessment in the following courses: MGT 5314; MKT 5321; CIS 5354; MGT 5313.

Result 1

Embedded assessment from courses will be gathered during the 2009-2010 academic year.

Method 2

Indirect Assessments from: Graduating Senior Survey (internal); Alumni Survey (Texas State); Employer Survey (internal); Core Course Survey (internal); General Faculty Survey (internal); Capstone Faculty Review (internal); Consultation with Internship Supervisors (internal); Consultation with Advisory Boards/Councils (external).

Result 2

The fall 2006 MBA Exit Survey found that 12% of respondents were very satisfied, 59% were satisfied, and 23% were somewhat satisfied with their education received in the area of teamwork (ability to work in teams in a collaborative effort). The fall 2006 MBA Exit Survey found that 12% of respondents were very satisfied, 59% were satisfied, and 12% were somewhat satisfied with their education received in the area of leadership (ability to lead, manage, and make decisions).

Action Plan

Data from exit surveys will be shared with department chairs and faculty teaching MBA core courses. Special emphasis will be placed on all core courses in an effort to improve these skills. When embedded assessment data have been collected and analyzed, these results will also be shared and acted upon.

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