

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

**Year** 2010-2011  
**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 MBA program is dedicated to providing students with the knowledge and skills that will prepare them for key management responsibilities in today's complex and dynamic global business environment. The program challenges students to develop the knowledge, skills, and abilities necessary to advance their professional objectives.

Students 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**

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**Outcome Number 1**

**Knowledge of Fundamental Business Disciplines**

Students will acquire and integrate knowledge of fundamental business disciplines to effectively manage domestic and global organizations in a dynamic environment (e.g., organizational structure and culture, discipline specific knowledge in accounting, finance, management, marketing, information systems and knowledge of how the disciplines interact through enterprise information systems).

**Method 1**

Students will demonstrate the acquisition of knowledge of fundamental business disciplines by demonstrating knowledge of organizational structure and culture. Performance will be measured in MGT 5314 (Organizational Behavior and Theory) through embedded multiple-choice questions on quizzes and fill-in-the-blank questions on exams. It is expected that 85% of students will meet or exceed expectations by scoring at least 80% overall on the relevant questions on the quizzes and exams.

**Result 1**

**Method 2**

Students will demonstrate the ability to integrate knowledge of fundamental business disciplines in two courses:

1. In CIS 5318 (Information Technology in the Digital Economy), understanding enterprise information systems requires an understanding of the integration of fundamental business disciplines. Assessment in this class is accomplished through the use of class participation and discussion of an in-class case. A participation rubric is used for evaluating the quality of the case discussion. It is expected that 90% of students will meet or exceed expectations by scoring at least 80% overall on class participation and the written case analysis.

2. MGT 5313 (Strategic Management) is the capstone course in the MBA program and requires both the explicit and implicit integration of knowledge learned in other more specialized courses. Assessment in this class is accomplished through a written essay exam, based on a complex business case. Exams are graded according to an established rubric. This exam satisfies the university's requirement for a comprehensive exam in our program. It is expected that 90% of the students will meet or exceed expectations by scoring at least 80% overall on the relevant questions on the exam.

**Result 2**

**Action Plan**

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**Outcome Number 2**

**Integration of Information Technologies**

Students will integrate appropriate information technologies for managing business data for decision making, enhancing productivity, and communicating with others.

**Method 1**

Students will demonstrate the integration of appropriate information technologies by understanding how IT enables new strategies and existing strategies, management issues surrounding the identification, selection, and effective deployment of IT, and how web-based IT applications enable business opportunities. Performance will be measured in CIS 5318 (Information Technology in the Digital Economy) through a written case analysis. A grading rubric will be used on the written case. It is expected that 90% of the students will meet or exceed expectations by scoring at least 80% on the case analysis.

**Result 1**

**Method 2**

1. FIN 5387 (Managerial Finance):

Students will demonstrate the integration of appropriate information technologies by identifying and utilizing technologies to acquire and analyze corporate financial data for decision making. Performance will be measured in this course through questions embedded in course quizzes and exams and through a written case analysis. An established grading rubric will be used on the case analysis. Overall, it is expected that 85% of the students will meet or exceed expectations by scoring at least 80% overall on the relevant questions on the quizzes and exams.

2. ACC 5361 (Accounting Analysis for Managerial Decision Making):

In this online class, students will demonstrate the integration of appropriate information technologies for enhancing productivity and communicating with others. Working in teams, students will integrate spreadsheet, audio, and visual elements into proposals designed to improve a fictitious firm's performance. Performance on this project will be measured using a scoring rubric and will be delivered with Adobe Connect. It is expected that 80% of the students will meet or exceed expectations by scoring at least 80% overall on the assignment. Grading will be accomplished through an established rubric.

**Result 2**

**Action Plan**

**Outcome Number 3**

**Analytical Skills and Critical Thinking**

Students will demonstrate analytical skills and critical thinking as applied to business decision making (e.g., analyzing economic data and determining best course of action, applying statistical techniques to business data for decision making, analyzing financial data to assess financial health of a firm).

**Method 1**

Students will demonstrate analytical skills and critical thinking by estimating product demand functions; determining optimal prices, production, advertising and employment under different industry environments; and using game theory to assess the effectiveness of different strategies when outcomes of firms are highly interdependent. Performance will be measured in ECO 5316 (Managerial Economics) through embedded case questions with a focus on the students' ability to use demand data to critically evaluate optimal pricing outcomes. An established rubric will be used to evaluate student performance on the written material. It is expected that 85% of students will meet or exceed expectations by scoring at least 80% overall on the assignments.

**Result 1**

**Method 2**

Students will demonstrate analytical skills and critical thinking by correctly identifying and applying statistical techniques to accounting and business data for decision making. Performance will be measured through embedded methods in three courses:

1. In QMST 5334 (Advanced Statistical Methods for Business), assessment is conducted through short answer questions embedded in class quizzes and major exams. The questions will be used to assess students' ability to identify and apply appropriate statistical techniques for business problems. It is expected that 80% of the students will meet or exceed expectations by scoring at least 70% overall on the relevant questions on the in-class quizzes and exams.
2. In ACC 5361 (Accounting Analysis for Managerial Decision Making), each of 3 exams will contain 5 to 10 embedded questions to assess student learning of analytical skills and critical thinking. It is expected that 80% of the students will meet or exceed expectations by scoring at least 80% on the embedded questions.
3. In FIN 5387 (Managerial Finance), the outcome will be assessed via 4 multiple choice test questions on the final exam and a written case study. An established grading rubric will be used to grade the case study. Overall, it is expected that 85% of the students will score at least an 80% on the assignments.

**Result 2**

**Action Plan**

**Outcome Number 4**

**Ethical Leadership**

Students will evaluate the issues associated with ethical leadership and conducting business in an ethical, legal, and socially responsible manner (e.g., demonstrating ethical sensitivity and judgment in decision making, understanding ethical and social issues in the use of information technology in organizations).

**Method 1**

Students will evaluate issues associated with ethical leadership by describing why marketing ethics is a strategic consideration in organization decisions, understanding issues in managing marketing ethics, identifying and resolving ethical dilemmas, and understanding the relationship between organizational performance and ethical decisions. Performance will be measured in MKT 5321 (Marketing Management) through a written case analysis. An established rubric will be used to evaluate student performance on the case analysis. It is expected that 85% of students will meet or exceed expectations by scoring at least 80% overall on the case analyses.

**Result 1**

**Method 2**

1. CIS 5318 (Information Technology in the Digital Economy):

Students will evaluate issues associated with ethical leadership and conducting business in an ethical, legal, and socially responsible manner by understanding

information as a strategic resource in organizations, and recognizing the ethical, social, and legal issues surrounding the collection, security, and use of confidential information in organizations. Performance will be measured in this course through class participation and a written case analysis. An established rubric will be used to grade the essay questions. It is expected that 90% of the students will meet or exceed expectations by scoring at least 70% overall on the relevant questions on the exam.

## 2. MGT 5314 (Organizational Behavior and Theory):

Students' understanding of issues associated with corporate social responsibility will be assessed in this course through the use of embedded multiple-choice quiz and fill-in-the-blank exam questions. It is expected that 85% of students in the class will meet or exceed expectations by scoring at least an 80% on the questions.

### **Result 2**

#### **Action Plan**

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## **Outcome Number 5**

### **Communication Skills**

Students will demonstrate the ability to communicate effectively, both orally and in writing, in new and unfamiliar circumstances (e.g., class presentations (planned and impromptu), class participation, written case analyses, written marketing plan, essay questions on exams).

#### **Method 1**

Students will demonstrate the ability to effectively communicate orally by preparing and delivering class presentations and participating in class discussions. Performance will be measured in two courses:

1. In MGT 5313 (Strategic Management), students' ability to effectively communicate orally will be assessed through class participation in class discussions. A grading rubric will be used to consistently assess class participation. It is expected that 90% of the students will meet or exceed expectations in class participation by scoring at least 80%.
2. In CIS 5318 (Information Technology in the Digital Economy) students' ability to effectively communicate in writing will be assessed through embedded questions on the final exam. A grading rubric will be used to consistently assess these questions. It is expected that 90% of the students will meet or exceed expectations in class participation by scoring at least 80%.

### **Result 1**

#### **Method 2**

Students in MKT 5321 (Marketing Management) will demonstrate the ability to effectively communicate in writing by integrating research on company, customer, competitor, and external environments to develop and present a marketing plan for a chosen product or service. Additionally, students will be required to develop a "Personal Marketing Plan," which will document their individual marketing strategies and tactics to achieve chosen professional goals and objectives. The plans will be graded using an established rubric. It is expected that 85% of students will meet or exceed expectations by scoring at least 80% overall on the written marketing plans.

### **Result 2**

#### **Action Plan**

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## **Outcome Number 6**

### **Leadership Skills**

Students will understand the skills needed to effectively lead and will contribute to dynamic workgroups. In order to satisfy this outcome, students must understand key leadership issues and must learn to effectively participate in structured team settings.

#### **Method 1**

Students will understand the skills needed to effectively lead workgroups through analysis of key leadership issues such as leadership styles, traits, behaviors, and choices. Performance will be measured in MGT 5314 (Organization Behavior and Theory) through embedded multiple-choice questions on quizzes and fill-in-the-blank questions on exams. It is expected that 85% of students will meet or exceed expectations by scoring at least 80% on the embedded questions.

### **Result 1**

#### **Method 2**

Students will effectively contribute to dynamic workgroups by participating in structured teams. Performance will be measured in two courses:

1. In QMST 5334 (Advanced Statistical Methods for Business), students will contribute to dynamic workgroups by participating in a semester long group project designed to analyze a business problem, collect and analyze data, and make recommendations. A grading rubric is utilized to assess performance in the project. It is expected that 80% of the students will meet or exceed expectations by scoring at least 80% on the project.
2. In ECO 5316 (Managerial Economics), students will contribute to dynamic workgroups by participating in a project consisting of an economic analysis of a business strategy issue where leadership and contribution are critical. Student learning will be measured through performance on the project as well as individual peer evaluations of team members. Grading rubrics for the team and the individual students are utilized to assess performance in the project and for

peer evaluations. On the project, it is expected that 85% of the students will meet or exceed.

**Result 2**

**Action Plan**

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