

# Texas State University

## Outcomes Report

### General Information

<b>Academic Year:</b>	2011-2012
<b>College:</b>	Business
<b>Department:</b>	Business
<b>Program:</b>	Business Administration (MBA)
<b>Program Code:</b>	52.02
<b>Outcome Type:</b>	Student Learning (GR)
<b>Degree:</b>	Masters
<b>Coordinator/Contact:</b>	Dr. Robert A. Davis
<b>Status:</b>	Data Entry Closed

### 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.

### Evidence of Improvement

Assessment this year included three relatively new core courses in the MBA program, BA 5351, BA 5352, and BA 5353. A new assessment matrix was created which ensured that each core course was assessing only two outcomes and each outcome was being assessed by at least three core courses. Therefore direct comparison with last year's results across courses for each outcome is not always possible making it difficult to assess improvements. There were, however, significant improvements noted in outcome 3 in FIN 5387 and in outcome 6 in MGT 5314. In the case of MGT 5314, more improvement is needed but the results are trending in a positive direction.

### Action Plan

Student learning performance on outcomes 1, 4, and 5 continues to be satisfactory and no corrective actions are planned. We will continue monitoring performance.

A decrease in performance on outcome 2 was noted in FIN 5387 for Round Rock students. It appears that the issue has been studied and corrective action has been prescribed. We will evaluate its effectiveness next semester.

The online ACC 5361 course continues to be challenged in meeting expectations for outcome 3. Changes were implemented after fall 2011 and preliminary results suggest improvement. We will continue to monitor results.

Student performance on outcome 6 in MGT 5314 was not at an acceptable level. Changes were made in the course and assessment instrument between fall and spring semesters that greatly improved student learning. The changes will continue in the future as will monitoring of results.

### Outcome 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).

#### Outcome 1 - 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.

#### Outcome 1 - Method 1 - Result

In MGT 5314 during fall 2011, 91.9% of the students met or exceeded the professor's expectations on outcome 1. In spring 2012, 97% met or exceeded the professor's expectations. For the academic year, 93.6% met or exceeded expectations on this learning outcome thus achieving the

goal for learning outcome 1.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	8	5	24.07	13	6	47.5	32	34.04
Meets	20	17	68.52	16	3	47.5	56	59.57
Failed to meet	3	1	7.41	2	0	5.0	6	6.39
<b>Total</b>	<b>31</b>	<b>23</b>	<b>100.0</b>	<b>31</b>	<b>9</b>	<b>100.0</b>	<b>94</b>	<b>100.00</b>

Percentage of students in San Marcos who met or exceeded expectations: **92.59%**

Percentage of students in Round Rock who met or exceeded expectations: **95.00 %**

Percentage of students combined who met or exceeded expectations: **93.61%**

### Outcome 1 - Method 2

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

1. In B A 5352 (Developing the Financial Perspective of the Firm), three imbedded short answer/essay exam questions throughout the semester addressing various aspects of finance. The questions will be consistent across sections, but individual professors will have leeway with the specific wording of the questions. Student learning will be measured as a percentage correct on each question. Exceptional answers will demonstrate a thorough understanding of the subject and reflect knowledge of the implications of or application to businesses. Acceptable answers will prove sufficient knowledge of the subject. Unacceptable answers will fail to display an understanding of the subject. It is expected that 80% of the students will meet or exceed expectations by scoring at least 80% on the exam questions.
2. In ACC 5361 (Accounting Analysis for Managerial Decision Making), three in-semester exams and the final exam will each include multiple choice questions designed to test student knowledge about the fundamental business discipline of accounting. Forty multiple choice questions will be used to assess student understanding of accounting concepts. Note that this course is conducted online, so there is no physical location or sections of the course delivered in Round Rock and San Marcos. It is expected that 80% of the students will meet or exceed expectations by scoring at least 80% on the exam questions.

### Outcome 1 - Method 2 - Result

In BA 5352 during fall 2011, 76.3% of the students met or exceeded the professor's expectations on outcome 1. In spring 2012, 73.9% met or exceeded the professor's expectations. For the academic year, 75.2% met or exceeded expectations on this learning outcome. Clearly, professor's expectations are not being met with this outcome. After analysis of student performance on the assessment instrument, it was decided that more attention needs to be placed on the topics of diversification and the implications of capital structure on a firm.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	18	8	48.15	12	13	49.02	51	48.57
Meets	9	4	24.07	6	9	29.41	28	26.67
Failed to meet	6	9	27.78	8	3	21.57	26	24.76
<b>Total</b>	<b>33</b>	<b>21</b>	<b>100.00</b>	<b>26</b>	<b>25</b>	<b>100.0</b>		<b>100.00</b>

Percentage of students in San Marcos who met or exceeded expectations: **72.22%**

Percentage of students in Round Rock who met or exceeded expectations: **78.43%**

Percentage of students combined who met or exceeded expectations: **75.24%**

In ACC 5361 during fall 2011, 77.4% of the students met or exceeded the professor's expectations on outcome 1. In spring 2012, 100% met or exceeded the professor's expectations. For the academic year, 87.3% met or exceeded expectations on this learning outcome thus achieving the goal for learning outcome 1.

	SAN MARCOS & ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	13	17	54.55	<b>30</b>	<b>54.55</b>
Meets	11	7	32.73	<b>18</b>	<b>32.73</b>
Failed to meet	7	0	12.72	<b>7</b>	<b>12.72</b>
<b>Total</b>	<b>31</b>	<b>24</b>	<b>100.00</b>	<b>55</b>	<b>100.00</b>

Percentage of students combined who met or exceeded expectations: **87.27 %**

### Outcome 2

Integration of Information Technologies

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

### Outcome 2 - 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 67% on the case analysis.

### Outcome 2 - Method 1 - Result

In CIS 5318 during fall 2011, 96.1% of the students met or exceeded the professor's expectations on outcome 2. In spring 2012, 95.5% met or exceeded the professor's expectations. For the academic year, 95.8% met or exceeded expectations on this learning outcome thus achieving the goal for learning outcome 2.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	#	%
Exceeds	20	33	96.36%	26	31	90.48%	110	93.23%
Meets	1	0	1.82%	2	0	3.17%	3	2.54%
Failed to meet	1	0	1.82%	1	3	6.35%	5	4.24%
<b>Total</b>	<b>22</b>	<b>33</b>	<b>100%</b>	<b>29</b>	<b>34</b>	<b>100%</b>	<b>118</b>	<b>100%</b>

Percentage of students in San Marcos who met or exceeded expectations: **98.18%**

Percentage of students in Round Rock who met or exceeded expectations: **93.65%**

Percentage of students combined who met or exceeded expectations: **95.76%**

### Outcome 2 - Method 2

1. In 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. In the online B A 5353 (Understanding and Analyzing Organizational Problems), students will demonstrate achievement of this outcome by writing three statistical reports to address a particular situation. It is expected that the students are able to integrate the use of data sources, statistical data analysis software output, and report writing tools to create these reports. These aspects include the creation and effective use of graphs and data tables supporting their findings. A composite score will be determined based on an established rubric. It is expected that 70% of the students will meet or exceed expectations by scoring at least 70% on the assignments.

3. In QMST 5334 (Advanced Statistical Methods for Business), the final project will be used to assess this outcome. This project makes up 30% of the QMST 5334 grade and consists of an ongoing process throughout the semester. Each of the performance areas will be separately graded out of 5 points and will be scaled to reflect guidelines in an established rubric. The assessment score will consist of the arithmetic average of four performance measurement areas. It is expected that 80% of the students will meet or exceed expectations by scoring at least 70% on the project.

### Outcome 2 - Method 2 - Result

In FIN 5387 during fall 2011, 74.5% of the students met or exceeded the professor's expectations on outcome 2. In spring 2012, 70.5% met or exceeded the professor's expectations. For the academic year, 74.5% met or exceeded expectations on this learning outcome. These results indicate that the students need more assistance with material related to this learning outcome. Additional effort will be applied to both locations with a special emphasis on the Round Rock location.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	1	4	14.29%	15	7	39.29%	16	29.67%
Meets	15	10	71.43%	4	10	25.00%	19	42.86%
Failed to meet	4	1	14.29%	8	12	35.71%	12	27.47%
<b>Total</b>	<b>20</b>	<b>15</b>	<b>100%</b>	<b>27</b>	<b>29</b>	<b>100.0%</b>	<b>47</b>	<b>100.0%</b>

Percentage of students in San Marcos who met or exceeded expectations: **85.71%**

Percentage of students in Round Rock who met or exceeded expectations: **64.29%**

Percentage of students combined who met or exceeded expectations: **72.53%**

In the online BA 5353 during fall 2011, 98.5% of the students met or exceeded the professor's expectations on outcome 2. In spring 2012, 100% met or exceeded the professor's expectations. For the academic year, 99.2% met or exceeded expectations on this learning outcome thus achieving the goal for learning outcome 2.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	3	23	40.00	2	19	39.62	47	39.83
Meets	36	3	60.00	24	7	58.49	70	59.32

Failed to meet	0	0	0.00	1	0	1.89	1	0.85
<b>Total</b>	<b>39</b>	<b>26</b>	<b>100.0</b>	<b>27</b>	<b>26</b>	<b>100.00</b>	<b>118</b>	<b>100.00</b>

Percentage of students in San Marcos who met or exceeded expectations: 100.00%

Percentage of students in Round Rock who met or exceeded expectations: 98.11 %

Percentage of students combined who met or exceeded expectations: 99.15 %

In QMST 5334 in fall 2011, 100% of the students in both locations met or exceeded the instructor's expectations for this outcome. Similarly in spring 2012, all students met or exceeded expectations.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	10	10	40%	15	13	65.11%	48	53.33%
Meets	12	15	60%	9	6	34.89%	42	46.67%
Failed to meet	0	0	0%	0	0	0%	0	0.00%
<b>Total</b>	<b>22</b>	<b>25</b>	<b>100.00</b>	<b>24</b>	<b>19</b>	<b>100.00</b>	<b>90</b>	<b>100.00</b>

Percentage of students in San Marcos who met or exceeded expectations: **100%**

Percentage of students in Round Rock who met or exceeded expectations: **100%**

Percentage of students combined who met or exceeded expectations: **100%**

### Outcome 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).

#### Outcome 3 - 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.

#### Outcome 3 - Method 1 - Result

In ECO 5316 during fall 2011, 87.2% of the students met or exceeded the professor's expectations on outcome 3. In spring 2012, 82% met or exceeded the professor's expectations. For the academic year, 84.3% met or exceeded expectations on this learning outcome thus achieving the goal for learning outcome 3. Extra effort will be applied to the San Marcos students to help them improve understanding of concepts related to this outcome.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	6	8	29.8	7	9	38.1	30	33.7
Meets	12	10	46.8	9	14	54.8	45	50.6
Failed to meet	3	8	23.4	2	1	7.1	14	15.7
<b>Total</b>	<b>21</b>	<b>26</b>	<b>100.00</b>	<b>18</b>	<b>24</b>	<b>100.00</b>	<b>89</b>	<b>100.0</b>

Percentage of students in San Marcos who met or exceeded expectations: 76.6%

Percentage of students in Round Rock who met or exceeded expectations: 92.9%

Percentage of students combined who met or exceeded expectations: 84.3%

#### Outcome 3 - 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. Note that this course is conducted online, so there is no physical location or sections of the course delivered in Round Rock and San Marcos.

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 meet or exceed expectations by scoring at least an 80% on the assignments.

4. In B A 5352 (Developing the Financial Perspective of the Firm), five problem-based exam questions throughout the semester will be used to assess this outcome. Each problem will represent a specific tool of finance, including time value of money, security valuation, project evaluation, and risk measurement. Student learning will be measured as the percentage score on each of the problem-based questions. Exceptional answers will be without any errors in calculation. Acceptable answers will be correct in the construction of the solution, but with only minor arithmetic errors. Unacceptable answers will have major calculation errors or errors in the basic idea of the problem. It is expected that 80% of the students will meet or exceed expectations by scoring at least 80% on the questions.

5. In MGT 5313 (Strategic Management), Learning Outcome #3 is evaluated via two written exams administered throughout the semester. Each exam consists of three essay questions. The exam questions relate to the understanding (analysis) of the business environment and the development of basic business strategies. In generic form, case questions may include the integration of knowledge on topics such as strategic intent, integration and alliances, globalization, strategy implementation, and analysis of the external and competitive environments. The exam questions will be graded according to an established rubric. It is expected that 90% of the students will meet or exceed expectations by scoring at least 80% on the exams.

### Outcome 3 - Method 2 - Result

In QMST 5334 during fall 2011, 91.3% of the students met or exceeded the professor's expectations on outcome 3. In spring 2012, 86.4% met or exceeded the professor's expectations. For the academic year, 88.9% met or exceeded expectations on this learning outcome thus achieving the goal for this learning outcome.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	1	1	4.26%	1	4	11.63%	7	7.78%
Meets	19	19	80.85%	21	14	81.40%	73	81.11%
Failed to meet	2	5	14.89%	2	1	6.98%	10	11.11%
<b>Total</b>	<b>22</b>	<b>25</b>	<b>100.00</b>	<b>24</b>	<b>19</b>	<b>100.00</b>	<b>90</b>	<b>100.00</b>

Percentage of students in San Marcos who met or exceeded expectations: **85.11 %**

Percentage of students in Round Rock who met or exceeded expectations: **93.02 %**

Percentage of students combined who met or exceeded expectations: **88.89 %**

In ACC 5361 during fall 2011, 64.5% of the students met or exceeded the professor's expectations on outcome 3. In spring 2012, 83.3% met or exceeded the professor's expectations. For the academic year, 72.7% met or exceeded expectations on this learning outcome thus failing to achieve the goal for learning outcome 3. Although performance on questions designed to test analytical and critical thinking improved in the spring 2012 semester, the improvement was not sufficient to counteract the shortcomings in the performance observed in the fall. As a result, the goal was not achieved for the entire academic year. However, the changes implemented between the fall and spring semesters have had a positive effect on student performance and will be continued.

	SAN MARCOS & ROUND ROCK			TOTAL	
	FALL	SPRING	%	raw #	%
	raw #	raw #			
Exceeds	12	10	40.00	<b>22</b>	<b>40.00</b>
Meets	8	10	32.73	<b>18</b>	<b>32.73</b>
Failed to meet	11	4	27.27	<b>15</b>	<b>27.27</b>
<b>Total</b>	<b>31</b>	<b>24</b>	<b>100.00</b>	<b>55</b>	<b>100.00</b>

Percentage of students who met or exceeded expectations: **72.73 %**

In FIN 5387 during fall 2011, 89.4% of the students met or exceeded the professor's expectations on outcome 3. In spring 2012, 86.4% met or exceeded the professor's expectations. For the academic year, 89.4% met or exceeded expectations on this learning outcome thus achieving the goal for learning outcome 3.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	4	6	28.57%	3	8	19.64%	7	23.08%
Meets	14	6	57.14%	21	18	69.64%	35	64.84%
Failed to meet	2	3	14.29%	3	3	10.71%	5	12.09%
<b>Total</b>	<b>20</b>	<b>15</b>	<b>100%</b>	<b>27</b>	<b>29</b>	<b>100%</b>	<b>47</b>	<b>100%</b>

Percentage of students in San Marcos who met or exceeded expectations: **85.71%**

Percentage of students in Round Rock who met or exceeded expectations: **89.28%**

Percentage of students combined who met or exceeded expectations: **87.92%**

In BA 5352 during fall 2011, 88.1% of the students met or exceeded the professor's expectations on outcome 3. In spring 2012, 82.6% met or exceeded the professor's expectations. For the academic year, 85.7% met or exceeded expectations on this learning outcome thus achieving the goal for learning outcome 3.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	25	10	64.81	19	23	82.35	77	73.33
Meets	5	4	16.67	3	1	7.84	13	12.38
Failed to meet	3	7	18.52	4	1	9.80	15	14.29
<b>Total</b>	<b>33</b>	<b>21</b>	<b>100.00</b>	<b>26</b>	<b>25</b>	<b>100.00</b>	<b>105</b>	<b>100.0</b>

Percentage of students in San Marcos who met or exceeded expectations: **81.48%**

Percentage of students in Round Rock who met or exceeded expectations: **90.19%**

Percentage of students combined who met or exceeded expectations: **85.71 %**

In MGT 5313 during fall 2011, 96% of the students met or exceeded the professor's expectations on outcome 3. In spring 2012, 96.4% met or exceeded the professor's expectations. For the academic year, 96.2% met or exceeded expectations on this learning outcome thus achieving the goal for learning outcome 3.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	5	10	30	7	5	22	27	25.9
Meets	19	15	68	16	23	72	73	70.2
Failed to meet	1	0	2	1	2	5.5	4	3.8
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100.00</b>	<b>24</b>	<b>30</b>	<b>100.00</b>	<b>104</b>	<b>100.0</b>

Percentage of students in San Marcos who met or exceeded expectations: **98%**

Percentage of students in Round Rock who met or exceeded expectations: **94%**

Percentage of students combined who met or exceeded expectations: **96%**

#### Outcome 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).

#### Outcome 4 - 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. To answer the questions, students need to have a theoretical understanding of ethics in marketing decision making, make decisions demonstrating their ethical sensitivity and ethical judgment, and argue how and why their decisions support responsible marketing and a successful marketing strategy. 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.

#### Outcome 4 - Method 1 - Result

In MKT 5321 during fall 2011, 83.3% of the students met or exceeded the professor's expectations on outcome 4. In spring 2012, 100% met or exceeded the professor's expectations. For the academic year, 91.6% met or exceeded expectations on this learning outcome thus achieving the goal for learning outcome 4.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	12	20	71.11	18	18	72.00	68	71.58
Meets	7	5	26.67	3	4	14.00	19	20.00
Failed to meet	1	0	2.22	7	0	14.00	8	8.42
<b>Total</b>	<b>20</b>	<b>25</b>	<b>100.00</b>	<b>28</b>	<b>22</b>	<b>100.0</b>	<b>95</b>	<b>100.0</b>

Percentage of students in San Marcos who met or exceeded expectations: **97.78%**

Percentage of students in Round Rock who met or exceeded expectations: **86.00 %**

Percentage of students combined who met or exceeded expectations: **91.58 %**

#### Outcome 4 - Method 2

1. In 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. In B A 5351 (Organizational Performance and Competitive Advantage), awareness of ethical issues is assessed via unannounced, in-class, written evaluations of one or more (un)ethical vignettes. Grades will be assigned according to an established rubric. It is expected that 80% of students in the class will meet or exceed expectations by scoring at least an 80% on the questions.

#### Outcome 4 - Method 2 - Result

In CIS 5318 during fall 2011, 90.2% of the students met or exceeded the professor's expectations on outcome 4. In spring 2012, 95.5% met or exceeded the professor's expectations. For the academic year, 93.2% met or exceeded expectations on this learning outcome thus achieving the goal for learning outcome 4.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL #	SPRING #	%	FALL #	SPRING #	%	#	%
Exceeds	16	23	70.91%	18	18	57.14%	75	63.56%
Meets	4	10	25.45%	8	13	33.33%	35	28.66%
Failed to meet	2	0	3.64%	3	3	9.53%	8	6.78%
<b>Total</b>	<b>22</b>	<b>33</b>	<b>100%</b>	<b>29</b>	<b>34</b>	<b>100%</b>	<b>118</b>	<b>100%</b>

Percentage of students in San Marcos who met or exceeded expectations: **96.36%**

Percentage of students in Round Rock who met or exceeded expectations: **90.47%**

Percentage of students combined who met or exceeded expectations: **93.22%**

In BA 5351 during fall 2011, 91.7% of the students met or exceeded the professor's expectations on outcome 4. In spring 2012, 97.4% met or exceeded the professor's expectations. For the academic year, 93.7% met or exceeded expectations on this learning outcome thus achieving the goal for learning outcome 4.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	11	17	47.5	25	10	67.3	63	56.76
Meets	23	2	42.4	7	9	30.78	41	36.94
Failed to meet	6	0	10.1	0	1	1.92	7	6.3
<b>Total</b>	<b>40</b>	<b>19</b>	<b>100.00</b>	<b>32</b>	<b>20</b>	<b>100.0</b>	<b>111</b>	<b>100.0</b>

Percentage of students in San Marcos who met or exceeded expectations: **89.9 %**

Percentage of students in Round Rock who met or exceeded expectations: **98.08%**

Percentage of students combined who met or exceeded expectations: **93.7 %**

#### Outcome 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).

#### Outcome 5 - 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 B A 5351 (Organizational Performance and Competitive Advantage), 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 80% of the students will meet or exceed expectations in class participation by scoring at least 80%.

2. In B A 5353 (Understanding and Analyzing Organizational Problems), students' ability to effectively communicate in writing will be assessed through a written analysis of a current event using the tools of supply and demand. The written assignment will be graded according to an established rubric. It is expected that 70% of the students will meet or exceed expectations in class participation by scoring at least 75%.

#### Outcome 5 - Method 1 - Result

In BA 5351 during fall 2011, 90.3% of the students met or exceeded the professor's expectations on outcome 5. In spring 2012, 97.4% met or exceeded the professor's expectations. For the academic year, 92.8% met or exceeded expectations on this learning outcome thus achieving the goal for learning outcome 5.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	12	11	39	23	11	65.38	57	51.36
Meets	21	7	47.5	9	9	34.62	46	41.44

Failed to meet	7	1	13.5	0	0	0	8	7.2
<b>Total</b>	<b>40</b>	<b>19</b>	<b>100.00</b>	<b>32</b>	<b>20</b>	<b>100.0</b>	<b>111</b>	<b>100.00</b>

Percentage of students in San Marcos who met or exceeded expectations: **86.5%**

Percentage of students in Round Rock who met or exceeded expectations: **100%**

Percentage of students combined who met or exceeded expectations: **92.8%**

In BA 5353 during fall 2011, 95.5% of the students met or exceeded the professor's expectations on outcome 5. In spring 2012, 91.4% met or exceeded the professor's expectations. For the academic year, 93.5% met or exceeded expectations on this learning outcome thus achieving the goal for learning outcome 5.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	5	5	14.7	6	4	17.9	20	16.1
Meets	34	22	82.4	18	22	71.4	96	77.4
Failed to meet	0	2	2.9	3	3	10.7	8	6.5
<b>Total</b>	<b>39</b>	<b>29</b>	<b>100.0</b>	<b>27</b>	<b>29</b>	<b>100.0</b>	<b>124</b>	<b>100.00</b>

Percentage of students in San Marcos who met or exceeded expectations: 97.1%

Percentage of students in Round Rock who met or exceeded expectations: 89.3 %

Percentage of students combined who met or exceeded expectations: 93.5 %

#### Outcome 5 - 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.

#### Outcome 5 - Method 2 - Result

In MKT 5321 during fall 2011, 98% of the students met or exceeded the professor's expectations on outcome 5. In spring 2012, 100% met or exceeded the professor's expectations. For the academic year, 98.9% met or exceeded expectations on this learning outcome thus achieving the goal for learning outcome 5.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	7	21	62.22	23	19	84.00	70	73.68
Meets	12	4	35.56	5	3	16.00	24	25.26
Failed to meet	1	0	2.22	0	0	0.00	1	1.05
<b>Total</b>	<b>20</b>	<b>25</b>	<b>100.00</b>	<b>28</b>	<b>22</b>	<b>100.0</b>	<b>95</b>	<b>100.00</b>

Percentage of students in San Marcos who met or exceeded expectations: **97.78%**

Percentage of students in Round Rock who met or exceeded expectations: **100 %**

Percentage of students combined who met or exceeded expectations: **98.94 %**

#### Outcome 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.

#### Outcome 6 - 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 on applications of leadership theories and issues. It is expected that 85% of students will meet or exceed expectations by scoring at least 80% on the embedded questions.

#### Outcome 6 - Method 1 - Result

In MGT 5314 during fall 2011, 67.7% of the students met or exceeded the professor's expectations on outcome 6. In spring 2012, 84.4% met or exceeded the professor's expectations. For the academic year, 73.4% met or exceeded expectations on this learning outcome thus failing to achieve the goal for learning outcome 6. Changes were made in the course and assessment instrument between fall and spring that greatly improved student learning. The changes will continue in the future.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	8	10	33.33	2	5	17.50	25	26.60



Meets	13	9	40.74	19	3	55.00	44	46.80
Failed to meet	10	4	25.93	10	1	27.50	25	26.60
<b>Total</b>	<b>31</b>	<b>23</b>	<b>100.0</b>	<b>31</b>	<b>9</b>	<b>100.0</b>	<b>94</b>	<b>100.0</b>

Percentage of students in San Marcos who met or exceeded expectations: **74.07%**

Percentage of students in Round Rock who met or exceeded expectations: **72.5%**

Percentage of students combined who met or exceeded expectations: **73.40%**

#### Outcome 6 - Method 2

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

1. In MGT 5313 (Strategic Management), Learning Outcome 6 is assessed via peer evaluations as they relate to perceptions of **leadership** as demonstrated by individual team members. More specifically, each student is assigned to a 3-5 person work team for a semester long team-based project. Students are introduced to a peer evaluation instrument and its purpose at the beginning of the semester. Peer evaluations are completed by each student with respect to all other work team members within the final two weeks of the semester. Self evaluation is not included in this assessment technique. Thus, each team member evaluates all other team members and an individual's final score is the arithmetic average of the peer evaluations. Scores are determined by an established rubric. It is expected that 95% of the students will meet or exceed expectations by scoring at least 80% on the activity.

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. We will adopt a peer performance appraisal instrument in which students will rate their teammates on the basis of cooperation, quantity of work, quality of work, initiative, and dependability. 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 80% of the students will meet or exceed expectations by scoring at least an 80% on the assignments.

#### Outcome 6 - Method 2 - Result

In MGT 5313 during fall 2011, 85.7% of the students met or exceeded the professor's expectations on outcome 6. In spring 2012, 89.1% met or exceeded the professor's expectations. For the academic year, 87.5% met or exceeded expectations on this learning outcome thus achieving the goal for learning outcome 6.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	12	10	44	11	9	37	42	40
Meets	9	11	40	10	19	54	49	47
Failed to meet	4	4	16	3	2	10	13	12
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100.0</b>	<b>24</b>	<b>30</b>	<b>100.0</b>	<b>104</b>	<b>100.0</b>

Percentage of students in San Marcos who met or exceeded expectations: **84%**

Percentage of students in Round Rock who met or exceeded expectations: **91%**

Percentage of students combined who met or exceeded expectations: **87%**

In ECO 5316 during fall 2011, 97.4% of the students met or exceeded the professor's expectations on outcome 6. In spring 2012, 100% met or exceeded the professor's expectations. For the academic year, 98.9% met or exceeded expectations on this learning outcome thus achieving the goal for learning outcome 6.

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	19	13	68.1	14	4	42.9	50	56.2
Meets	1	13	29.8	4	20	57.1	38	42.7
Failed to meet	1	0	2.1	0	0	0	1	1.1
<b>Total</b>	<b>21</b>	<b>26</b>	<b>100.0</b>	<b>18</b>	<b>24</b>	<b>100.0</b>	<b>89</b>	<b>100.0</b>

Percentage of students in San Marcos who met or exceeded expectations: 97.9%

Percentage of students in Round Rock who met or exceeded expectations: 100%

Percentage of students combined who met or exceeded expectations: 98.9%

#### Approval History

Approval History Event	Approver
Outcomes Approved Level 1	Robert Davis (rd23)
Outcomes Approved Level 2	Denise Smart (ds37)
Outcomes Audit Report Submitted	Beth Wuest (bw09)
Results Approved Level 1	Robert Davis (rd23)
Results Approved Level 2	Denise Smart (ds37)
Results Audit Report Submitted	Beth Wuest (bw09)