

Texas State University

Outcomes Report

General Information

Academic Year:	2013-2014
College:	Business
Department:	Business
Program:	Business Administration (MBA)
Program Code:	52.02
Outcome Type:	Student Learning (GR)
Degree:	Masters
Coordinator/Contact:	Dr. Robert A. Davis
Status:	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

Of the 22 methods used for the assessment of learning outcomes 1 through 6, the percentage of students combined (San Marcos and Round Rock) meeting or exceeding expectations increased for 10 of the methods used (45%) and decreased for 12 of the methods used (55%). The average percentage of students meeting or exceeding expectations across all 22 methods for 2013-2014 is 86.9% with a standard deviation of 13.6%. The major focus of this section are those areas where the change was greater than one standard deviation. In other words, those areas where student performance improved or declined by more than 13.6%. There are a total of four methods for assessing learning outcomes that meet this condition.

Outcome 1: Overall, performance increased as measured by one of the three methods used for assessing learning outcome 1. There was a significant decline in the percentage of students meeting or exceeding expectations for learning outcome 1 in ACC 5361 (decrease from 82% to 68%).

Outcome 2: Overall, performance increased as measured by three of the four methods used for assessing learning outcome 2. There was a significant decline in the percentage of students meeting or exceeding expectations for learning outcome 2 in FIN 5387 (decrease from 79% to 62%).

Outcome 3: Overall, performance increased as measured by three of the six methods used for assessing learning outcome 3. There was a significant increase in the percentage of students meeting or exceeding expectations for learning outcome 3 in QMST 5334 (increase from 73% to 91%). There was a significant decline in the percentage of students meeting or exceeding expectations for learning outcome 3 in FIN 5387 (decrease from 83% to 67%).

Outcome 4: Overall, performance increased as measured by one of the three methods used for assessing learning outcome 4. However, there were no significant changes in the percentages of students meeting or exceeding expectations for learning outcome 4.

Outcome 5: Overall, performance increased as measured by two of the three methods used for assessing learning outcome 5. However, there were no significant changes in the percentages of students meeting or exceeding expectations for learning outcome 5.

Outcome 6: Overall, performance increased as measured by two of the three methods used for assessing learning outcome 6. However, there were no significant changes in the percentages of students meeting or exceeding expectations for learning outcome 6.

Action Plan

Outcome 1

MGT 5314: For the entire academic year 2013-2014, students in MGT 5314 met or exceeded the performance standards on this learning outcome for only the second time, albeit consecutively so the trend is upward. In the Fall, in both locations, and in the Spring in the San Marcos location a heavier weighting on the last exam was used. Even though a heavier weight was not applied to the last exam in the Round Rock location in the Spring, students performed well anyway. Of note is that the test items on the last exam covering leadership, organizational culture, and organizational structure differed for the two campus locations. However, this is sort of like comparing apples to oranges so a concerted effort will be undertaken in the next academic year to use the same quiz and test items and to weight the quizzes and tests the same. Other than that no changes will be implemented next year except for some minor changes to the wording of some test and quiz items to improve the clarity of the items.

BA 5352: As the trend of missing expectations continues, the coordinator for this course will re-evaluate our approach to the topics and meet with the coordinator of the FIN 5387 course to determine if we are focusing on the right areas and for any insight on improvement. As a group, the instructors for this course will discuss their approaches to the topics and look for ways to better reach the students.

ACC 5361: This course continues its transition from financial accounting to primarily managerial accounting. The professor will eliminate certain materials from the course coverage that are not central to managerial accounting for non-accountants. Covering the entire text is not essential or conducive to the objectives of this course. More quantitative problems will be assigned as homework, and additional classroom time will be devoted

to presentation of the problems by individual students or groups of students, with collaboration and participation by the professor and remainder of the class. The course will incorporate additional case analysis and collaborative efforts.

Outcome 2

CIS 5318: Students performed very well on this assessment. No changes will be made to the assessment procedure in the following year.

FIN 5387: Please note that there is a lot of variability between sections, in both locations and semesters. We included 6 test questions instead of 4, and overall students did not improve compared to last year. BA 5352 is not currently covering capital budgeting topics, therefore, faculty will be urged to include it in their syllabus, since more coverage of this topic is required. Numerical problems have been graded as "100" if completely correct, and "0" otherwise, even if only including small typos. These are typically lengthy problems, so an essentially dichotomous scoring of the problems could be the reason for so many low scores. The next step will be to give partial credit on these numerical problems, since sometimes students make small mistakes or typos which should possibly not cause an all-or-nothing score.

BA 5353: The statistics portion of BA 5353 will be restructured. This decision is based on the indirect assessment gathered from students and correspondence with QMST 5334 instructors. Based on the actual criteria, things went well during both semesters. The students performed well under a more professional, but also more challenging, statistical computing environment. These classes produced good quality reports. The students demonstrated capabilities to perform better analysis. Students responded to the challenge better than expected. These students are learning the traditional paradigm of data processing, which involves the separation: data-code-computational engine. These students, in general, respond very well to learning from reports and are able to extend their reasoning to unfamiliar situations. The exceptions were, a student in San Marcos who resisted the belief that reports are learning experiences; and some students from San Marcos as well as from Round Rock who acted as individuals, seemed detached from the class and classmates. One of these students shared that she had no expectation of seeing statistics again, after completing the BA 5353 class, despite the fact that the instructor makes very clear that BA 5353 is a foundation course to a second course in statistics and economics. Indirect assessment coming from the economics portion of the course seem to indicate that students do not get enough exposure to the last topic of linear regression. Perhaps too much emphasis is being paid to diagnostics of linear regression models at this level. This takes away coverage time from the interpretation and inferential aspects of regression analysis. Indirect assessment coming from interviews with the instructors of QMST 5334 indicates that students feel that in BA 5353 we are not spending enough time covering some topics, such as probability. Students believe that less material should be covered in BA 5353, so that the material that we cover during six weeks is covered in more detail. The QMST faculty met this semester and decided that BA 5353 needs to be restructured. As a result, some topics will be eliminated: test for the equality of variances, linear regression diagnostics, binomial and Poisson distributions. These topics will be covered in QMST 5334. The topics that will be emphasized more are: conditional probability, probability rules, continuous probability distributions, examples and interpretation of linear regression.

QMST 5334: No changes were to be implemented. Importance of conveying statistical information properly and use of statistical software appropriately will be emphasized.

Outcome 3

ECO 5316: Students performed fairly well on this project, although several students in the spring San Marcos section failed to meet expectations. The disparity in San Marcos assessment results from fall to spring may be partially attributed to a retiring instructor in the fall and an adjunct in the spring. We have a new faculty member coming in the fall to teach the San Marcos section, so we should see more consistency on the instructor side next year. The plan for next year is to evaluate the project and questions to see if any improvements are needed.

QMST 5334: The main challenge related to this learning outcome remains to be the lack of ability to apply statistical techniques in new contexts. The emphasis on this measure will be stronger, and students will be provided more examples from different functional areas.

ACC 5361: More classroom time and resources will be devoted to issues addressed by Outcome 3. Selective addressing of topics will continue in both financial and managerial accounting by utilizing the presentation of homework and case analysis by students, and deemphasizing lecture time.

FIN 5387: In Spring 2014, the San Marcos students did not perform well overall; mostly on test questions. It will be requested that BA 5352 instructors should spend more time covering capital budgeting, since knowledge of this topic is crucial for students' success in FIN 5387; therefore, more extensive coverage of this topic is required. Numerical problems have been graded as "100" if completely correct, and "0" otherwise, even if only including small typos. These are typically lengthy problems, so an essentially dichotomous scoring of the problems could be the reason for so many low scores. The next step will be to give partial credit on these numerical problems, since sometimes students make small mistakes or typos which should possibly not cause an all-or-nothing score.

BA 5352: Again, we have failed to get to the goal of 80% meeting expectations. While we have a good number of students that exceed expectations we have very few that merely meet them and a large number failing. We will discuss ways of reaching more students to get them to meet expectations. Since this is a more quantitative area, a simple answer is more practice for the students and possibly more testing during the semester. Again, we will meet as a group and with the FIN 5387 instructors to make sure we are highlighting the areas they need as well as discuss the different techniques that each of us use. Hopefully, we can find ways of improving the performance of our weaker students.

MGT 5313: Since 95% of the students met or exceeded the goal for this learning outcome, we will continue to monitor the overall performance of incoming students. Additional online and case opportunities will be introduced to enhance the learning experience next academic year.

Outcome 4

MKT 5321: A very high percentage of students met or exceeded the professor's expectations for this learning outcome. Although the goal for the learning outcome has been met, for next year's assessment, course instructors will re-evaluate the assessment technique and rubric to make sure that an appropriate amount of rigor is maintained.

CIS 5318: Students performed very well on this assessment. No changes will be made to the assessment procedure in the following year.

BA 5351: In 2013, emphasis was placed on general theoretical ethics perspectives (i.e., utilitarianism, deontological, and virtue ethics), which caused students to be generally aware of (or alert for) ethical issues. It seems that there was also increased media coverage that highlighted various ethical issues and failures, and how organizations handled ethical misconduct. This helped students understand theoretical ethical issues and how it relates to the business world. It will be useful to incorporate more examples of real world ethical issues, as this will help students better relate and understand these issues. In the Round Rock campus, students analyzed the case "Working Conditions at Walmart," and they addressed several (un)ethical aspects of Walmart's behavior. The students were able to apply several decision-making frameworks, ethical awareness, and

social corporate responsibility/stakeholder approaches to assess the case. The scenario could be used again or switched to one that describes the behaviors of managers/leaders of a less well-known organization.

Outcome 5

BA 5351: This year's report seems to fairly capture the assessment of outcome #5 for BA 5351. Students (for the most part) were genuinely interested in the topics, as many of them did not have a prior degree in business. The importance of the scoring rubric was seen in both the San Marcos section and the Round Rock section, as it helps students to understand and engage in active and meaningful participation. However, this rubric may need to be modified a little in order to make the participation more effective.

BA 5353: Instruction to students will continue on factors that contribute to a high-level of economic analysis, examples will be given, and in-class exercises will be used to assist students. Some students still have glaring grammatical errors or write in an informal or conversational style, and efforts will continue to determine ways to improve those skills. In addition, some online writing tutorials may prove useful in order to improve general writing skills.

MKT 5321: A very high percentage of students met or exceeded expectations for this learning outcome. Although the goal for the learning outcome has been met, for next year's assessment, course instructors will re-evaluate the assessment technique and rubric to make sure that an appropriate amount of rigor is maintained.

Outcome 6

MGT 5314: For the academic year 2013-2014, both the San Marcos and the Round Rock locations performed well exceeding the expectations. The use of weekly quizzes and major exams seems to work well for assessing leadership and will continue next year. A concerted effort to use the exact same quiz and test items with the exact same weighting will be undertaken so that San Marcos can be more accurately compared to Round Rock. The instructors of the course will work with the course coordinator to facilitate this. There will be no changes to the assessment except for minor wording changes on the quiz and test items to improve their clarity.

MGT 5313: In the past, slightly different assessment instruments have been used by faculty members teaching this course. It may be that these differences yield slightly different results. A single instrument will be used in 2014-2015. Additionally, the number of students enrolled in MGT 5313 was relatively small. As a result, it is prudent to continue to monitor closely the results of this assessment during the upcoming year.

ECO 5316: Evaluating leadership skills continues to be a challenge, but the implementation of the new peer evaluation instrument went well and seems to be a better metric. The plan for the upcoming year is to evaluate the projects to see if they are sufficiently challenging our students and measuring their skill level. If the projects are deficient in any area, we will make the necessary adjustments. We may also consider adding an evaluation of the quality of each student's participation in the group presentation of the project as an indicator of leadership.

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 for the fall of 2013, **89.74%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the spring of 2014, **100.00%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the entire academic year 2013-2014, **96.30%** of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

Summary statistics for outcome #1 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	13	27	76.92	15	35	89.29	89	82.41
Meets	4	5	17.31	3	2	8.93	14	13.89
Failed to meet	3	0	5.77	1	0	1.78	4	3.70
Total	20	32	100.00	19	37	100.00	108	100.00

Percentage of students in San Marcos who met or exceeded expectations: **94.23%**

Percentage of students in Round Rock who met or exceeded expectations: **98.22 %**

Percentage of students combined who met or exceeded expectations: **96.30 %**

Outcome 1 - Method 2

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

1. In BA 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 managerial accounting. Forty multiple choice questions will be used to assess student understanding of managerial accounting. 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 for the fall of 2013, **70.49%** of the students met or exceeded the professor's expectations, thus **failing to achieve** the goal for this learning outcome. For the spring of 2014, **52.50%** of the students met or exceeded the professor's expectations, thus **failing to achieve** the goal for this learning outcome. For the entire academic year 2013-2014, 63.37% of students met or exceeded the professor's expectations for this learning outcome, thus **failing to achieve** the goal for this learning outcome.

Summary statistics for outcome #1 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	15	6	42.86	11	11	42.31	43	42.58
Meets	11	1	24.49	6	3	17.31	21	20.79
Failed to meet	8	8	32.65	10	11	40.38	37	36.63
Total	34	15	100.00	27	25	100.00	101	100.00

Percentage of students in San Marcos who met or exceeded expectations: **67.35%**

Percentage of students in Round Rock who met or exceeded expectations: **59.62 %**

Percentage of students combined who met or exceeded expectations: **63.37%**

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 85% of the students will meet or exceed expectations by scoring at least 80% on the case analysis.

Outcome 2 - Method 1 - Result

In CIS 5318 for the fall of 2013, **90.91%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the spring of 2014, **88.09%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the entire academic year 2013-2014, **89.69%** of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

Summary statistics for outcome #2 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	18	16	59.65%	8	3	27.50%	45	46.39%
Meets	9	9	26.87%	15	9	60.00%	42	43.30%
Failed to meet	1	4	8.72%	4	1	12.50%	10	10.31%
Total	28	29	100.00	27	13	100.00	97	100.00

Percentage of students in San Marcos who met or exceeded expectations: **86.52%**

Percentage of students in Round Rock who met or exceeded expectations: **87.50%**

Percentage of students combined who met or exceeded expectations: **89.69%**

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 6-8 questions embedded in the midterm and final exam and through a written case analysis. An established grading rubric will be used on the case analysis. Overall, it is expected that 80% 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 business 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 80% of the students will meet or exceed expectations by scoring at least 75% 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 20% 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 80% on the project.

Outcome 2 - Method 2 - Result

In **FIN 5387** for the fall of 2013, **63%** of the students met or exceeded the professor's expectations, thus **failing to achieve** the goal for this learning outcome. For the spring of 2014, **61%** of the students met or exceeded the professor's expectations, thus **failing to achieve** the goal for this learning outcome. For the entire academic year 2013-2014, **62%** of students met or exceeded the professor's expectations for this learning outcome, thus **failing to achieve** the goal for this learning outcome.

Summary statistics for outcome #2 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	10	0	21%	0	9	26%	19	23%
Meets	9	10	40%	1	12	37%	32	39%
Failed to meet	4	15	40%	8	5	37%	32	39%
Total	23	25	100%	9	26	100%	83	100.00

Percentage of students in San Marcos who met or exceeded expectations: **61%**

Percentage of students in Round Rock who met or exceeded expectations: **63 %**

Percentage of students combined who met or exceeded expectations: **62 %**

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 in a case study 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 for the fall of 2013, 83.7% of the students met or exceeded the professor's expectations, thus **failing to achieve** the goal for this learning outcome. For the spring of 2014, 79.2% of the students met or exceeded the professor's expectations, thus **failing to achieve** the goal for this learning outcome. For the entire academic year 2013-2014, 82.1% of students met or exceeded the professor's expectations for this learning outcome, thus **failing to achieve** the goal for this learning outcome.

Summary statistics for outcome #3 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS	ROUND ROCK	TOTAL
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	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	15	1	40.0%	7	5	44.44%	28	41.8%
Meets	8	6	35.0%	6	7	48.15%	27	40.3%
Failed to meet	6	4	25%	1	1	7.41%	12	17.9%
Total	29	11	100.00	14	13	100.00	67	100.00

Percentage of students in San Marcos who met or exceeded expectations: **75%**

Percentage of students in Round Rock who met or exceeded expectations: **92.6%**

Percentage of students combined who met or exceeded expectations: **82.1%**

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 4 sets of short answer questions embedded in 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 80% overall on the relevant questions on the in-class quizzes and exams.

2. In ACC 5361 (Accounting Analysis for Managerial Decision Making), each of 4 exams will contain multiple choice, short problem and essay questions to assess student acquisition 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 6-8 multiple choice test questions on the mid-term or final exam and a written case study. An established grading rubric will be used to grade the case study. Overall, it is expected that 80% 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 for the fall of 2013, **97.62%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the spring of 2014, **86.44%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the entire academic year 2013-2014, **91.09%** of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

Summary statistics for outcome #3 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	12	14	57.78	26	9	62.50	61	60.40
Meets	1	14	33.33	2	14	28.57	31	30.69
Failed to meet	0	4	8.89	1	4	8.93	9	8.91
Total	13	32	100.00	29	27	100.00	101	100.00

Percentage of students in San Marcos who met or exceeded expectations: **91.11 %**

Percentage of students in Round Rock who met or exceeded expectations: : **91.07 %**

Percentage of students combined who met or exceeded expectations: : **91.09 %**

In ACC 5361 for the fall of 2013, 96.97% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the spring of 2014, 72.72% of the students met or exceeded the professor's expectations, thus failing to achieve the goal for this learning outcome. For the entire academic year 2013-2014, 84.84% of students met or exceeded the professor's expectations for this learning outcome, thus achieving the goal for this learning outcome.

Summary statistics for outcome #3 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	N/A	13	39.39	11	N/A	33.33	24	36.36
Meets	N/A	11	33.33	21	N/A	63.64	33	40.00
Failed to meet	N/A	9	27.28	1	N/A	3.03	10	15.14
Total	N/A	33	100.00	33	N/A	100.00	66	100.00

Percentage of students in San Marcos who met or exceeded expectations: **72.72%**

Percentage of students in Round Rock who met or exceeded expectations: **96.97 %**

Percentage of students combined who met or exceeded expectations: **84.84 %**

In **FIN 5387** for the fall of 2013, **84%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the spring of 2014, **57%** of the students met or exceeded the professor's expectations, thus **failing to achieve** the goal for this learning outcome. For the entire academic year 2013-2014, **67%** of students met or exceeded the professor's expectations for this learning outcome, thus **failing to achieve** the goal for this learning outcome.

Summary statistics for outcome #3 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	13	1	29%	0	6	17%	20	24%
Meets	10	4	29%	4	18	63%	36	43%
Failed to meet	0	20	42%	5	2	20%	27	33%
Total	23	25	100%	9	26	100%	83	100.00

Percentage of students in San Marcos who met or exceeded expectations: **58%**

Percentage of students in Round Rock who met or exceeded expectations: **80 %**

Percentage of students combined who met or exceeded expectations: **67%**

In **BA 5352** for the fall of 2013, 68.85% of the students met or exceeded the professor's expectations, thus **failing to achieve** the goal for this learning outcome. For the spring of 2014, 65.00% of the students met or exceeded the professor's expectations, thus **failing to achieve** the goal for this learning outcome. For the entire academic year 2013-2014, 67.33% of students met or exceeded the professor's expectations for this learning outcome, thus **failing to achieve** the goal for this learning outcome.

Summary statistics for outcome #3 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	11	13	48.98	19	9	53.85	52	51.49
Meets	8	1	18.37	4	3	13.46	16	15.84
Failed to meet	15	1	32.65	4	13	32.69	33	32.67
Total	34	15	100.00	27	25	100.00	101	100.00

Percentage of students in San Marcos who met or exceeded expectations: **67.35%**

Percentage of students in Round Rock who met or exceeded expectations: **67.31%**

Percentage of students combined who met or exceeded expectations: **67.33%**

In **MGT 5313** for the Fall of 2013, **96%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the spring of 2014, **93%** of the students met or exceeded the professor's expectations, thus the goal for this learning outcome. For the entire academic year 2013-2014, **95%** of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

Summary statistics for outcome #3 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	6	2	30	6	na	50	14	35.90
Meets	6	11	63	6	na	50	23	58.97
Failed to meet	1	1	7	0	na	0	2	5.13
Total	13	14	100.00	12	na	100.00	39	100.00

Percentage of students in San Marcos who met or exceeded expectations: **93%**

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

Percentage of students combined who met or exceeded expectations: **95 %**

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 ethical decisions and organizational performance. 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** for the fall of 2013, **100.00%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the spring of 2014, **96.00%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the entire academic year 2013-2014, **97.78 %** of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

Summary statistics for outcome #4 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	8	7	60.00	8	9	85.00	32	71.11
Meets	3	6	36.00	1	2	15.00	12	26.67
Failed to meet	0	1	4.00	0	0	0.00	1	2.22
Total	11	14	100.00	9	11	100.00	45	100.00

Percentage of students in San Marcos who met or exceeded expectations: **96.00%**

Percentage of students in Round Rock who met or exceeded expectations: **100.00%**

Percentage of students combined who met or exceeded expectations: **97.78%**

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 case analysis. 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 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** for the fall of 2013, **91.09%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the spring of 2014, **88.09%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the entire academic year 2013-2014, **91.75%** of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

Summary statistics for outcome #4 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	16	15	54.39%	10	5	37.5%	46	47.42%
Meets	10	11	36.84%	16	6	55.0%	43	44.33%
Failed to meet	2	3	8.77%	1	2	7.5%	8	8.25%
Total	28	29	100.00	27	13	100.00	97	100.00

Percentage of students in San Marcos who met or exceeded expectations: **91.22%**

Percentage of students in Round Rock who met or exceeded expectations: **92.5%**

Percentage of students combined who met or exceeded expectations: **91.75%**

In **BA 5351** for the fall of 2013, **89.85** % of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the spring of 2014, **96.96** % of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the entire academic year 2013-2014, **92.16** % of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

Summary statistics for outcome #4 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS (2 Sections Combined)			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	17	7	47.06	13	9	43.14	46	45.10
Meets	14	7	41.18	18	9	52.94	48	47.06
Failed to meet	5	1	11.76	2	0	3.92	8	7.84
Total	36	15	100.00	33	18	100.00	102	100.00

Percentage of students in San Marcos who met or exceeded expectations: **88.24%**

Percentage of students in Round Rock who met or exceeded expectations: **96.08%**

Percentage of students combined who met or exceeded expectations: **92.16 %**

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 80% of the students will meet or exceed expectations in class participation by scoring at least 75%.

Outcome 5 - Method 1 - Result

In **BA 5351** for the fall of 2013, **92.86** % of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the spring of 2014, **93.94** % of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the entire academic year 2013-2014, **93.20** % of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

Summary statistics for outcome #5 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS (2 Sections Combined)			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	21	8	55.77	7	7	27.45	43	41.75
Meets	12	6	34.62	25	10	68.63	53	51.45
Failed to meet	4	1	9.61	1	1	3.92	7	6.80
Total	37	15	100.00	33	18	100.00	103	100.00

Percentage of students in San Marcos who met or exceeded expectations: **90.39%**

Percentage of students in Round Rock who met or exceeded expectations: **96.08%**

Percentage of students combined who met or exceeded expectations: **93.20%**

In **BA 5353** for the fall of 2013, 86.96% of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the spring of 2014, 85.11% of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the entire academic year 2013-2014, 86.02% of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

Summary statistics for outcome #5 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	2	0	4.44%	4	2	12.50%	8	8.60%
Meets	23	12	77.78%	11	26	77.08%	72	77.42%
Failed to meet	3	5	17.78%	3	2	10.42%	13	13.98%
Total	28	17	100.00	18	30	100.00	93	100.00

Percentage of students in San Marcos who met or exceeded expectations: **82.22%**

Percentage of students in Round Rock who met or exceeded expectations: **89.58%**

Percentage of students combined who met or exceeded expectations: **86.02%**

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** for the fall of 2013, **100.00%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the spring of 2014, **100.00%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the entire academic year 2013-2014, **100.00%** of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

Summary statistics for outcome #5 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	5	4	36.00	8	9	85.00	26	57.78
Meets	6	10	64.00	1	2	15.00	19	42.22
Failed to meet	0	0	0.00	0	0	0.00	0	0.00
Total	11	14	100.00	9	11	100.00	45	100.00

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

Percentage of students in Round Rock who met or exceeded expectations: **100.00%**

Percentage of students combined who met or exceeded expectations: **100.00%**

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** for the fall of 2013, **87.18%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the spring of 2014, **98.55%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the entire academic year 2013-2014, **94.45%** of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

Summary statistics for outcome #6 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	14	29	82.69	12	27	69.64	82	75.93
Meets	3	3	11.54	5	9	25.00	20	18.52
Failed to meet	3	0	5.77	2	1	5.36	6	5.55
Total	20	32	100.00	19	37	100.00	108	100.00

Percentage of students in San Marcos who met or exceeded expectations: **94.23%**

Percentage of students in Round Rock who met or exceeded expectations: **94.64%**

Percentage of students combined who met or exceeded expectations: **94.45%**

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 90% 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 85% 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** for the Fall of 2013, **88%** of the students met or exceeded the professor's expectations, thus **failing to achieve** the goal for this learning outcome. For the spring of 2014, **93%** of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the entire academic year 2013-2014, **90%** of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

Summary statistics for outcome 6 for the academic year 2013-2014 in both San Marcos and Round Rock ***(Note: The course structure changed significantly in Spring 2014 (Round Rock) such that assessment data was unavailable.)***

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	2	11	46	2		17	15	38
Meets	9	3	43	9		75	21	53
Failed to meet	2	1	11	1		8	4	10
Total	13	15	100.00	12		100.00	40	100.00

Percentage of students in San Marcos who met or exceeded expectations: **89%**

Percentage of students in Round Rock who met or exceeded expectations: **92%**

Percentage of students combined who met or exceeded expectations: **90%**

In **ECO 5316** for the fall of 2013, 100% of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the spring of 2014, 100% of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the entire academic year 2013-2014, 100% of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

Summary statistics for outcome #6 for the academic year 2013-2014 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	21	0	51.2%	3	7	37.0%	31	45.6%
Meets	9	11	48.8%	11	6	63.0%	37	54.4%
Failed to meet	0	0	0%	0	0	0%	0	0%
Total	30	11	100.00	14	13	100.00	68	100.00

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 7

The academic program will promote and realize gains in student success.

Outcome 7 - Method 1

Student retention success will be measured by observing one year retention rates of students enrolled in the academic program from their first to second year. Data will be obtained from the university's certified enrollment records at the end of the fall semester. Rates of retention success will be expected to be at or above the university average for this level of program.

Outcome 7 - Method 1 - Result

The number of entering student enrolled in the academic program who returned the second year provided the data to assess retention. In this program, 69 of the 80 entering students in fall of 2013 returned for their second year in fall of 2014 for a one year retention rate of 86.3%, exceeding the university master's level average of 78.9% and meeting the expected target. The 2013-2014 retention rate also exceeded the 2012-2013 retention rate of 66.2% showing an improvement.

Outcome 7 - Method 2

Student graduation success will be measured by observing the number of graduates from the academic program in during the fall, spring, and summer semesters and comparing the number of graduates to the number of students enrolled in the program. Data will be obtained from the university's certified enrollment records for the fall, spring, and summer semesters. The number of graduates is expected to be at or above the university rate of graduation for this level of program.

Outcome 7 - Method 2 - Result

The number of students graduating from the degree program during FY13 along with the total number of students enrolled in the program provided the data to assess student graduation success. In this program, 76 of the 271 students enrolled in the program graduated in FY13 for a graduation percentage of 28.0%, below the university Masters average of 35.7% (1,425 of the 8,685 students enrolled in all Masters programs) and not meeting the expected target. The percentage of graduates in FY13 was above the 13.1% of graduates in FY12 showing an improvement.

Outcome 8

The academic program will promote and realize diversity among its student population.

Outcome 8 - Method 1

Student gender diversity will be measured by reviewing the number and percentage of male and female students enrolled in the academic program during the fall, spring, and summer semesters. Data will be obtained from the university's certified enrollment records at the end of the fall semester. Student gender diversity will be expected to be balanced (50/50).

Outcome 8 - Method 1 - Result

The number male verses female students enrolled in the academic program during the 2013-2014 fall, spring, and summer semesters provided the gender data. In this program, 112 of the 271 students or 41.3% were female while 159 of the students or 58.7% were male providing a nearly balanced gender distribution and meeting the expected target. The percentage of female and male students in 2012-2013 was 36.3% and 63.7% respectively; thus, the male-female ratio has become more balanced in 2013-2014.

Outcome 8 - Method 2

Student racial and ethnic diversity will be measured by observing race and ethnicity of students enrolled in the academic program during the fall, spring, and summer semesters. Data will be obtained from the university's certified enrollment records at the end of the fall semester. Student racial and ethnic diversity will be expected to mirror percentages in the population of the state of Texas.

Outcome 8 - Method 2 - Result

The number students of various ethnic backgrounds enrolled in the academic program during the 2013-2014 fall semester provided the data to assess ethnic and racial diversity. In this program, 14 of the 271 students or 5.2% (compared to 7.1% in 2012-2013) were African-American; 45 of the 271 students or 16.6 % (compared to 13.5% in 2012-2013) were Hispanic; 169 of the 271 students or 62.4% (compared to 61.1% in 2012-2013) were White, non-Hispanic; 30 of the 271 students or 11.1% (compared to 11.6% in 2012-2013) were of other minority or unknown backgrounds; 13 of the 271 students or 4.8% (compared to 4.5% in 2012-2013) were of non-resident International students. During 2013-2014, the state of Texas population consisted of 9.9% African American, 30.2% Hispanic, 38.5% White, non-Hispanic, 12.8% other minority or unknown background, and 8.6% were of non-resident International students. Thus, the data for this program indicate students represent a racial and ethnic diversity distribution different from that of other Texas Emerging Research Universities, also indicating that the program is meeting the expected target. Compared to 2012-2013, the student population in 2013-2014 appears to represent a less diverse background.

Approval History**Approval History Event**

Outcomes Approved Level 1
 Outcomes Approved Level 2
 Outcomes Audit Report Submitted
 Results Approved Level 1
 Results Approved Level 2
 Results Audit Report Submitted

Approver

Robert Davis (rd23)
 Denise Smart (ds37)
 Beth Wuest (bw09)
 William Chittenden (wc10)
 Denise Smart (ds37)
 Beth Wuest (bw09)