Texas State University
Outcomes Report

General Information

Academic Year:	2014-2015
College:	Business
Department:	Business
Program:	Business Administration (MBA)
Program Code:	52.02
Outcome Type:	Student Learning (GR)
Degree:	Masters
Coordinator/Contact:	William Chittenden
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

Each of the 11 core courses assesses the same two of the six MBA program's learning outcomes each year. Thus, there are 22 course-outcomes, or data points, and the same data points exist for each course each year. Some courses have changed their performance standards up (e.g. 70% or better meets the standards changed to 80% meets the standards) or down (e.g. 98% or better exceeds the standards changed to 90% exceeds the standards) over the past few years. Additionally some courses have changed their performance expectations up (e.g. at least 70% will meet or exceed the standards changed to at least 80% will meet or exceed the standards) or down (e.g. at least 85% will meet or exceed the standards changed to at least 80% will meet or exceed the standards) over time. With different and changing standards and expectations both within and between core courses it is difficult to accurately measure improvement.

Nevertheless, in the academic year 2011-2012, six of 22 course-outcomes failed to meet the performance expectations. This number worsened in both 2012-2103 and 2013-2014 to seven failing course-outcomes. This academic year, 2014-2105, the number dipped again to eight of 22 course-outcomes failing to meet the course coordinators' performance expectations. However, this slow creep downward on a course-by-course basis is masked by an increase in the rigor of the assessment process, some great and some small changes to pedagogy, a "settling in" process for the three new Tier One courses (BA 5351, BA 5352, and BA 5353) as their content slowly morphed into well-designed pre-requisites for the Tier Two courses, and some movement toward the acceptance of curriculum-wide uniformly-accepted standards and performance expectations.

Because some core courses have changed their standards and their performance expectations an analysis of those that fell short of their goal is undertaken rather than simply counting the number of courses that failed to meet the expectations as above. An examination of the margin of failure for the eight of 22 course-outcomes that failed to meet their own performance expectations shows the following.

BA 5352 missed the goals for outcome 6 by 6.4% and outcome 3 by 7.3% (goals were 80%)

ACC 5361 missed the goal for outcome 3 by 1.4% (goal was 80%)

CIS 5318 missed the goal for outcome 2 by 1.4% (goal was 85%)

ECO 5316 missed the goal for outcome 3 by 1.7% (goal was 85%)

FIN 5387 missed the goals for outcome 2 by 2.1% and outcome 3 by 8.6% (goals were 80%)

MGT 5314 missed the goal for outcome 1 by 4.4% (goal was 85%)

Thus, the average margin of failure in 2014-2015 was only 4.16%. In 2013-2014 that margin was much higher at 12.5%. Clearly, the MBA program is coming closer and closer to meeting the performance expectations of the course coordinators as the gap between performance expectations and courses' actual performance has narrowed significantly. We consider this to be quite evidentiary and will strive to continue closing this gap.

To help achieve this, in the future, all core courses will use the same standards (i.e. scores of 90% or better will exceed the standards, scores of 80% or better will meet the standards, and scores of less than 80% will fail to meet the standards). Moreover, all core courses will embrace uniform performance expectations in that it is expected that 80% or more of the students in each course will meet or exceed the standards. Our goal is to have at least 80% of the core courses (i.e. 18 of 22 course-outcomes or data points) with at least 80% of the students in each course scoring at least 80% or better on the assessment of each learning outcome. This 80-80-80 goal with uniform standards and performance expectations will be implemented immediately.

Action Plan

Outcome 1

BA 5352: For the entire academic year 2014-2015, **73.6**% of students met or exceeded the performance expectations for this learning outcome, thus **failing to achieve** the goal for this learning outcome.For the spring semester the class was very close to achieving the goal. It should be noted that the class sizes for the spring were smaller than in the fall, especially on the San Marcos campus. With the addition of a third section beginning in the fall semester of 2015 the trend to smaller sections should continue and may well help the results. However, greater emphasis on

the core concepts of finance must be implemented. The faculty teaching the course next year will be meeting over the summer with the faculty teaching FIN 5387 to further discuss the issue and explore ways of better preparing the students, especially those without a previous business background

MGT 5314: For the entire academic year 2014-2015, **80.55**% of students met or exceeded the professor's expectations for this learning outcome, thus **failing to achieve** the goal for this learning outcome. The San Marcos students met the expectations, but the Round Rock students did not. The difference between the two locations is that in San Marcos the two quizzes on organizational structure and organizational culture, respectively are administered on the same night. In Round Rock these two topics are spread over two nights. Because students in both locations are allowed drop their three lowest quiz scores it is possible that students in Round Rock chose not to spend time mastering both topics which were spread over two class meetings while the San Marcos students could not risk performing poorly on two quizzes administered on the same night. These items have been used for at least two years now and there is no need to change the items, but some changes to the course administration are in order. In the future, the two quizzes will be administered on one night in both locations.

ACC 5361: For the entire academic year 2014-2015, 88.39% of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.During Fall 2014, the combined percentage of students that met or exceeded expectations for outcome #1 for both campuses (83.3%) was slightly higher than the goal of 80%. During Spring 2015, the combined student performance for both campuses increased to 95.7%, and was much higher than the goal of 80%. It is premature to make any significant changes to the material presented and/or the method of assessment without additional observations (i.e., more than one semester of observation). If assessments remain high during AY 2015-16, then an increase in the difficulty of the material and/or the inclusion of assessment questions that are more challenging might be undertaken.

Outcome 2

BA 5353: For the entire academic year 2014-2015, **100.00**% of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.Since 2013 the rate of meeting or exceeding expectations has increased from 96%, to 98% in 2014, to 100% in 2015. Feedback from the professor teaching QMST 5334 indicates that student preparation in some areas has improved (i.e., use of technology; outcome #2); however, understanding of probability and statistical concepts is still below expectations. For this reason, BA 5353 will adopt a new textbook that will emphasize the use of technology and will introduce an approach that will emphasize applied probability and probability models.

CIS 5318: For the entire academic year 2014-2015, only **83.35**% of students met or exceeded the professor's expectations for this learning outcome, thus **failing to achieve** the goal for this learning outcome.This percentage is just slightly below the expectation of 85% for the course. Students understood how information technologies affects the bottom line of the corporation and what the consequences of selecting the wrong technology are. Students also understood why communication is an important aspect in decision making and why the end-user should be involved in selecting technology. The students performed well in the case based environment. However, in 2015-2016 the assessment of this outcome will be changed from the use of case-based instruction to several hands-on technology projects. A grading rubric will be used to grade these projects.

FIN 5387: For the entire academic year 2014-2015, only **78**% of students met or exceeded the professor's expectations for this learning outcome, thus **failing to achieve** the goal for this learning outcome.Only one group (San Marcos spring 2015 group) from both campuses, and in only one semester, performed poorly in outcome #2. This is a substantial improvement from last year. In the previous year (2013-2014), 62% of students met or exceeded the performance expectations for this learning outcome, whereas for the most recent academic year 2014-2015, 78% of students met or exceeded the professor's expectations for this learning outcome. Therefore, there is hesitancy to change anything at the moment. For now, a continuation of the partitioning of big problems regarding "cost of capital" into smaller problems. will continue.

QMST 5334: For the entire academic year 2014-2015, 88.35 % of students met or exceeded the performance expectations for this learning outcome, thus achieving the goal for this learning outcome. No major changes are to be implemented. The importance of adapting to the needs of big data and the applications of analytics will be emphasized next year.

Outcome 3

BA 5352: For the entire academic year 2014-2015, only **72.70**% of students met or exceeded the performance expectations for this learning outcome, thus **failing to achieve** the goal for this learning outcome.Performance in the spring was even worse than in the fall, even with the smaller class sizes. Clearly the faculty will have to change the approach to this course. The faculty teaching the course next year will meet this summer to discuss increasing the rigor in the course and making more resources available to the students in an online environment. There is a large section of students that are not being served by the current course format. While some students have no trouble easily exceeding expectations, greater effort and resources will need to be given to those students not meeting expectations. By utilizing online resources, it may be easier for students to tailor their use of resources to their particular needs.

ACC 5361: For the entire academic year 2014-2015, only 78.57% of students met or exceeded the performance expectations for this learning outcome, thus **failing to achieve** the goal for this learning outcome. Much of the difference between San Marcos and Round Rock during Spring 2015 resulted from the responses to one question related to the calculation of "differential revenue." Only 15% of San Marcos students answered the question correctly compared to 70% of Round Rock students. Seven (7) San Marcos students missed this question and these students were below expectations by only one question. If these students had answered the "differential revenue" question correctly, then they would have met expectations. This would have brought the San Marcos total of students meeting expectations to 80.8%; and the 80% goal for outcome #3 would have been met. The topic of differential revenue will receive increased emphasis during AY 2015-16, particularly at the San Marcos campus.

ECO 5316: For the entire academic year 2014-2015, only **83.3**% of students met or exceeded the performance expectations for this learning outcome, thus **failing to achieve** the goal for this learning outcome.Students failed to achieve the goal overall, although there were locational differences in performance. As in previous years, the Round Rock students performed significantly better than the San Marcos students. A review of the individual projects is planned to see what adjustments need to be made, and also discuss any changes and/or coordination in instructional methods to address student performance.

FIN 5387: For the entire academic year 2014-2015, only 71% of students met or exceeded the performance expectations for this learning outcome,

thus **failing to achieve** the goal for this learning outcome. However, there are mixed results regarding this learning outcome. Students in the fall semester did very well, but students from both groups in the spring semester failed did not. Overall, so many students in the spring semester did not perform well in this outcome that the combined group of students for the entire year failed to achieve the goal for this learning outcome. However, there was improvement in this outcome relative to last year; 67% of students met or exceeded the professor's expectations for this learning outcome last year (2013-2014) compared to 71% for the most current year. It appears that students in the spring 2015 semester had trouble understanding basic cash flow and financial statement analyses. These topics require a background understanding of some basic accounting concepts; therefore it would be beneficial if students that are ill-prepared on these topics would advised to take an accounting class before entering FIN 5387. Moreover, among the students that failed to obtain an assessment score over 80%, some were left at the margin. If they had answered one more question correctly in their tests, they would have earned an assessment score over 80%. Nevertheless, more emphasis will be placed on these topics in the near future, and a closer look at the specifics of the assignments (i.e. % weight out of final grade, restructuring problems or in-class exercises, etc.) will be undertaken.

MGT 5313: For the entire academic year 2014-2015, **93.3**% of students met or exceeded the performance expectations for this learning outcome, thus **achieving** the goal for this learning outcome.Only two of 23 teams failed to meet the performance expectations regarding this outcome. More than 93% of the individual students met or exceeded the expectations. Given that only two semesters of data exist for this outcome using the newly established pedogogical orientation of the course (i.e. from case-based to project-oriented), the status quo will be maintained for next year's assessment and possible later revised as necessary with more assessment data. That is, while things went well this year more data is needed before any substantive changes are made to the assessment process.

QMST 5334: For the entire academic year 2014-2015, **86.41**% of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.Overall, the goals for this learning outcome were achieved. The focus on the application of discussed techniques in new contexts will continue to be emphasized and the students will be motivated to think "outside the box".

Outcome 4

BA 5351: For the entire academic year 2014-2015, 88.89% of students met or exceeded the performance expectations for this learning outcome, thus **achieving** the goal for this learning outcome. However, for the spring of 2015, only 71.79% of the students met or exceeded expectations. For future assessments of this outcome, the following changes are proposed for more consistent assessment results – a) the ethics assignment should be administered after the students have had the opportunity to work on some prior assignments for the professor, b) the ethics assignment should be given sufficient weightage so that the students take the assignment seriously.

CIS 5318: For the entire academic year 2014-2015, **97.92%** of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome. In 2015-2016, assessment will be accomplished through the use of a final written report targeted at the ethical issues associated with technology. A grading rubric will be used to grade the report.

MKT 5321: For the entire academic year 2014-2015, **86.95**% of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome. The new assessment technique and new rubric were carefully evaluated by the instructors at the beginning of the academic year. It appears to have worked well and students grasped the material with relation to ethical decision making at an acceptable level of proficiency. No changes are planned for next year.

Outcome 5

BA5351:

For the entire academic year 2014-2015, 95.73% of students met or exceeded the performance expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

There does not appear to be a need to change the communications assessment. The scoring rubric seems to encourage students to participate.

BA 5353:

For the entire academic year 2014-2015, **91.22%** of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.Students performed adequately on the written assignment for the academic year. The plan for the upcoming year is largely the same, although a) some detail will be added to the rubric to account for more specific performance indicators, and b) more class discussion will take place regarding the rubric, expectations, and guidelines for success.

MKT 5321:

For the entire academic year 2014-2015, 96.65% of students met or exceeded the performance expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

Last year, 100% of the students met or exceeded the performance expectations so the assessment technique and more rigorously applied rubric seems to have been effective while not resulting in adverse consequences for the students. No changes are planned for next year.

Outcome 6

ECO 5316: For the entire academic year 2014-2015, **88.9%** of students met or exceeded the professor's expectations for this learning outcome, thus **achieving** the goal for this learning outcome.The new peer evaluation system worked well to distinguish levels of teamwork performance among students. This will be incorporated in the coming year. There still seems to be significant differences between students in San Marcos and Round Rock; this disparity may partially be explained by differences in student abilities, but could also be attributed to differences in the rigor of group projects across locations. To address the latter, an effort will be undertaken to synchronize these a little better among the two instructors.

MGT 5313:

For the entire academic year 2014-2015, 100.00% of students met or exceeded the performance expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

 However, anecdotal evidence and general observation via discussions with team members suggest significant leadership failures within a small number of teams that contributed to some dysfunctional behavior within those teams. Given that these leadership problems were not mirrored in the assessment results, the assessment tool will be re-considered and/or re-developed.

MGT 5314:

For the entire academic year 2014-2015, 88.50% of students met or exceeded the performance expectations for this learning outcome, thus **achieving** the goal for this learning outcome.

Both the San Marcos students and the Round Rock students met the performance expectations of the course coordinator. Additionally, both the fall and spring semesters' students met the performance expectations. It is clear that weighting the quiz more heavily than other quizzes, not allowing the students to drop the quiz on leadership, and weighting the last test of the semester in which leadership questions were embedded is working well. No changes will be instituted for the next academic year.

Going forward, all learning outcomes across all courses will have the same performance expectations. Students who score 90% or better will have exceeded the standards. Those who score at least 80% will have met the standards. Those who score less than 80% on an assessment will have failed to meet the standards.

Outcome 1

Category: Student Learning Outcome

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 MGT5314 for the fall of 2014, **82.00**% of the students met or exceeded the professor's expectations, thus **achieving** the goal for this learning outcome. For the spring of 2015, **79.37**% 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 2014-2015, **80.55**% 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 2014-2015 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	**SPRING** raw #	**%**	**FALL** raw #	**SPRING** raw #	**%**	**raw #**	**%**
Exceeds	13	32	62.50	11	7	43.90	63	55.75
Meets	12	5	23.61	5	6	26.83	28	24.78
Failed to meet	6	4	13.89	3	9	29.27	22	19.45
Total	31	41	100.00	19	22	100.00	113	100.00

Percentage of students in San Marcos who met or exceeded expectations: **86.11%**

Percentage of students in Round Rock who met or exceeded expectations: **70.73%**

Percentage of students combined who met or exceeded expectations: **80.55%**

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 managerial accounting. Sixteen multiple choice questions will be used to assess student understanding of managerial accounting. It is expected that 75% of the students will meet or exceed expectations by scoring at least 80% on the exam questions.

Outcome 1 - Method 2 - Result

1.
 In
BA 5352
for the fall of 2
014,
71.43
% of the students met or exceeded the professor's expectations, thus
failing to achieve
the goal for this learning outcome. For the spring of 2015,
78.79
% of the students met or exceeded the professor's expectations, thus
failing to achieve
t
he goal for this learning outcome. For the entire academic year 2014-2015,
73.6
%
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 2014-2015 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	23	11	54.8	16	13	60.4	63	57.3
Meets	11	0	17.7	5	2	14.6	18	16.4
Failed to meet	15	2	27.4	7	5	25	29	26.4
Total	49	13	100.00	28	20	100.00	110	100.00

Percentage of students in San Marcos who met or exceeded expectations: 72.6%
Percentage of students in Round Rock who met or exceeded expectations: 75%
Percentage of students combined who met or exceeded expectations:
73.6%

2.
 In
ACC 5361
for the fall of 2014, 83.33% of the students met or exceeded the professor's expectations, thus
achieving
the goal for this learning outcome. For the spring of 2015, 95.65% of the students met or exceeded the professor's expectations, thus
achieving
the goal for this learning outcome. For the entire academic year 2014-2015, 88.39% 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 2014-2015 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	12	6	31.6	7	6	23.6	31	27.7
Meets	13	19	56.1	23	13	65.5	68	60.7
Failed to meet	6	1	12.3	5	1	10.9	14	11.6
Total	31	26	100.0	35	20	100.0	112	100.0

Percentage of students in San Marcos who met or exceeded expectations: 87.7%

Percentage of students in Round Rock who met or exceeded expectations: 89.1%

Percentage of students combined who met or exceeded expectations: 88.4%

Outcome 2

Category: Student Learning Outcome

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

1. In CIS 5318 for the fall of 2014, **80.8%** of the students met or exceeded the professor's expectations, thus **failing to achieve** the goal for this learning outcome. For the spring of 2015, **82.61%** 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 2014-2015, **83.35%** 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 2014-2015 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw	%
Exceeds	9	8	57.14	10	4	66.67%	31	64.46
Meets	2	3	21.43	0	4	19.05%	9	18.75
Failed to meet	2	3	21.43	3	0	14.29%	8	16.67
Total	13	14	100.00	13	8	100.00	48	100.00

Percentage of students in San Marcos who met or exceeded expectations: 78.57%

Percentage of students in Round Rock who met or exceeded expectations: 85.71%

Percentage of students combined who met or exceeded expectations: 83.35%

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

1. In **FIN 5387** for the fall of 2014, 86% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the spring of 2015, 74% 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 2014-2015, 78% 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 2014-2015 in both San Marcos and Round Rock

| | SAN MARCOS | | | ROUND ROCK | | | TOTAL | |
| | FALL | SPRING | % | FALL | SPRING | % | raw # | % |
	raw #	raw #		raw #	raw #			
Exceeds	8	6	36	7	16	61	37	48
Meets	7	8	38	1	7	21	23	30
Failed to meet	2	8	26	2	5	18	17	22
Total	17	22	100.00	10	28	100.00	77	100.00

Percentage of students in San Marcos who met or exceeded expectations: 74%

Percentage of students in Round Rock who met or exceeded expectations: 82%

Percentage of students combined who met or exceeded expectations: 78%

2. In **BA 5353** for the fall of 2014, 100.00% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the spring of 2015, 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 2014-2015, 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 #2 for the academic year 2014-2015 in both San Marcos and Round Rock

| | SAN MARCOS | | | ROUND ROCK | | | TOTAL | |
| | FALL | SPRING | % | FALL | SPRING | % | raw # | % |
	raw #	raw #		raw #	raw #			
Exceeds	36	17	82.00	28	21	100	102	89
Meets	12	0	18.00	0	0	0	12	11
Failed to meet	0	0	0.00	0	0	0	0	0
Total	48	17	100.00	28	21	100.00	114	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 %

3.

 In

QMST 5334

for the fall of 2014,

89.47

% of the students met or exceeded the professor's expectations, thus

achieving

the goal for this learning outcome. For the spring of 2015,

87.69

% of the students met or exceeded the professor's expectations, thus

achieving

the goal for this learning outcome. For the entire academic year 2014-2015,

88. 35

%

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 2014-2015 in both San Marcos and Round Rock

| | SAN MARCOS | | | ROUND ROCK | | | TOTAL | |
| | FALL | SPRING | % | FALL | SPRING | % | raw # | % |
	raw #	raw #		raw #	raw #			
Exceeds	4	19	52.27 %	18	17	59.32 %	58	56.31 %
Meets	2	14	36.37 %	10	7	28.81 %	33	32.04 %
Failed to meet	1	4	11.36 %	3	4	11.87 %	12	11.65 %
Total	7	37	100.00 %	31	28	100.00 %	103	100.00 %

Percentage of students in San Marcos who met or exceeded expectations: 88.64%
Percentage of students in Round Rock who met or exceeded expectations: 88.13 %
Percentage of students combined who met or exceeded expectations: 88. 35%

Outcome 3	
Category:	Student Learning Outcome

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

1. In **BA 5352** for the fall of 2014, 79.22% of the students met or exceeded the professor's expectations, thus failing to achieve the goal for this learning outcome. For the spring of 2015, 57.58% 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 2014-2015, 72.70% 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 2014-2015 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	18	7	40.3	22	9	64.6	56	50.9
Meets	16	2	29.0	5	1	12.5	24	21.8
Failed to meet	15	4	30.6	1	10	22.9	30	27.3
Total	49	13	100.00	28	20	100.00	110	100.00

Percentage of students in San Marcos who met or exceeded expectations: 69.3%
Percentage of students in Round Rock who met or exceeded expectations: 77.1%
Percentage of students combined who met or exceeded expectations: 72.7%

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 75% 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 will be assessed via the development of an external-internal context for a team-based (3-4 person teams), semester long, organization field (consulting) project. Each team is required to develop a five to fifteen page evaluation of relevant macro, industry, and firm specific issues. This external-internal context is a mid-semester deliverable and is used to facilitate the completion of the overall project. Since the Field Projects may differ in focus, each team is required to adapt their use of the relevant macro, industry, and firm analytic models to "fit" with the team's project. This analysis is then summarized via traditional SWOT summary It is expected that 90% of the students will meet or exceed expectations by scoring at least 80% on the project.

Outcome 3 - Method 2 - Result

1. In **QMST 5334** for the fall of 2014, 86.84% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the spring of 2015, 86.15% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the entire academic year 2014-2015, 86.41% 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 2014-2015 in both San Marcos and Round Rock

| | SAN MARCOS | | | ROUND ROCK | | | TOTAL | |
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	4	21	56.82 %	21	16	62.72 %	62	60.19 %
Meets	2	12	31.82 %	6	7	22.03 %	27	26.21 %
Failed to meet	1	4	11.36 %	4	5	15.25 %	14	13.59 %
Total	7	37	100.00 %	31	28	100.00 %	103	100.00 %

Percentage of students in San Marcos who met or exceeded expectations: 88.64%
Percentage of students in Round Rock who met or exceeded expectations: 84.75%
Percentage of students combined who met or exceeded expectations: 86.40 %

2. In **ACC 5361** for the fall of 2014, 84.84% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the spring of 2015, 69.57% 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 2014-2015, 78.57% 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 2014-2015 in both San Marcos and Round Rock

| | SAN MARCOS | | | ROUND ROCK | | | TOTAL | |
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	10	5	26.3	10	3	23.6	28	25.0
Meets	14	9	40.4	22	15	67.3	60	53.6
Failed to meet	7	12	33.3	3	2	9.1	24	21.4
Total	31	26	100.0	35	20	100.0	112	100.0

Percentage of students in San Marcos who met or exceeded expectations: 66.7%
Percentage of students in Round Rock who met or exceeded expectations: 90.9%
Percentage of students combined who met or exceeded expectations: 78.6 %

3.
 In
FIN 5387
for the fall of 2014,
89
% of the students met or exceeded the professor's expectations, thus
achieving
the goal for this learning outcome. For the spring of 2015,
62
% 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 2014-2015,

71
% 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 2014-2015 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	10	8	46	6	13	50	37	48
Meets	6	4	26	2	6	21	18	23
Failed to meet	1	10	28	2	9	29	22	29
Total	17	22	100.00	10	28	100.00	77	100.00

Percentage of students in San Marcos who met or exceeded expectations: 72%
Percentage of students in Round Rock who met or exceeded expectations: 71%
Percentage of students combined who met or exceeded expectations:
71%

4.
 In
BA 5352
for the fall of 2014,
79.22
% of the students met or exceeded the professor's expectations, thus
failing to achieve
the goal for this learning outcome. For the spring of 2015,
57.58
% 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 2014-2015,
72.70
% of s
tudents 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 2014-2015 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	18	7	40.3	22	9	64.6	56	50.9
Meets	16	2	29.0	5	1	12.5	24	21.8
Failed to meet	15	4	30.6	1	10	22.9	30	27.3
Total	49	13	100.00	28	20	100.00	110	100.00

Percentage of students in San Marcos who met or exceeded expectations: 69.3%
Percentage of students in Round Rock who met or exceeded expectations: 77.1%
Percentage of students combined who met or exceeded expectations:
72.7%

5.
 In
MGT 5313
for the Fall of 2014, 91.89 % of the students met or e
xceeded the professor's expectations, thus
achieving
the goal for this learning outcome. For the Spring of 2015,

94.2

% of the students met or exceeded the professor's expectations, thus achieving

the goal for this learning outcome. For the entire academic year 2014-2015,

93.3

%

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 2014-2015 in both San Marcos and Round Rock

| | SAN MARCOS | | | ROUND ROCK | | | TOTAL | |
| | FALL | SPRING | % | FALL | SPRING | % | raw # | % |
	raw #	raw #		raw #	raw #			
Exceeds	0	0	0	8	16	44	24	26.67
Meets	10	20	83	17	13	56	60	66.67
Failed to meet	3	3	17	0	0	0	6	6.67
Total	13	23	100.00	25	29	100.00	90	100.00

Percentage of students in San Marcos who met or exceeded expectations: 83%

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

Percentage of students combined who met or exceeded expectations: 93.3%

Outcome 4

Category: Student Learning Outcome

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

1. In **MKT 5321** for the fall of 2014, 86.04% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the spring of 2015, 88.46% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the entire academic year 2014-2015, 86.95% 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 #4 for the academic year 2014-2015 in both San Marcos and Round Rock

| | SAN MARCOS | | | ROUND ROCK | | | TOTAL | |
| | FALL | SPRING | % | FALL | SPRING | % | raw # | % |
	raw #	raw #		raw #	raw #			
Exceeds	8	6	63.63	19	11	63.84	44	63.78
Meets	0	2	9.09	10	4	29.78	16	23.18
Failed to meet	4	2	27.28	2	1	6.38	9	13.04
Total	12	10	100.00	31	16	100.00	69	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: 93.61%

Percentage of students combined who met or exceeded expectations: 86.95 %

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

1. In **CIS 5318** for the fall of 2014, 100.00% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the spring of 2015, 95.45% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the entire academic year 2014-2015, 97.92% 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 2014-2015 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%		%
Exceeds	9	9	66.67	8	6	66.67	32	66.67
Meets	4	4	29.63	5	2	33.33	15	31.25
Failed to meet	0	1	3.7	0	0	0	1	2.08
Total	13	14	100.00	13	8	100.00	48	100.00

Percentage of students in San Marcos who met or exceeded expectations: 96.30%
Percentage of students in Round Rock who met or exceeded expectations: 100.00%
Percentage of students combined who met or exceeded expectations: 97.92%

2. In **BA 5351** for the fall of 2014, 97.44% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the spring of 2015, 71.79% 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 2014-2015, 88.89% 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 2014-2015 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL	SPRING	%	FALL	SPRING	%	raw #	%
	raw #	raw #		raw #	raw #			
Exceeds	32	12	74.58	34	7	70.69	85	72.65
Meets	10	3	22.03	0	6	10.34	19	16.24
Failed to meet	2	0	3.39	0	11	18.97	13	11.11
Total	44	15	100	34	24	100.00	117	100.00

Percentage of students in San Marcos who met or exceeded expectations: 96.61%
Percentage of students in Round Rock who met or exceeded expectations: 81.03 %
Percentage of students combined who met or exceeded expectations: 88.89 %

Outcome 5

Category: Student Learning Outcome

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

1. In **BA 5351** for the fall of 2014, 96.15% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the spring of 2015, 94.87% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the entire academic year 2014-2015, 95.73% 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 2014-2015 in both San Marcos and Round Rock

| | SAN MARCOS | | | ROUND ROCK | | | TOTAL | |
| | FALL | SPRING | % | FALL | SPRING | % | raw # | % |
	raw #	raw #		raw #	raw #			
Exceeds	14	10	40.68	25	21	79.31	70	59.83
Meets	27	3	50.85	9	3	20.69	42	35.90
Failed to meet	3	2	8.47	0	0	0	5	4.27
Total	44	15	100.00	34	24	100.00	117	100.00

Percentage of students in San Marcos who met or exceeded expectations: 91.53%
Percentage of students in Round Rock who met or exceeded expectations: 100%
Percentage of students combined who met or exceeded expectations: 95.73%

2. In **BA 5353** for the fall of 2014, 90.79% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the spring of 2015, 92.11% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the entire academic year 2014-2015, 91.22% of the 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 2014-2015 in both San Marcos and Round Rock

| | SAN MARCOS | | | ROUND ROCK | | | TOTAL | |
| | FALL | SPRING | % | FALL | SPRING | % | raw # | % |
	raw #	raw #		raw #	raw #			
Exceeds	26	6	49.23	10	9	38.78	51	44.73
Meets	17	10	41.54	16	10	53.06	53	46.49
Failed to meet	5	1	9.23	2	2	8.16	10	8.77
Total	48	17	100.00	28	21	100.00	114	100.00

Percentage of students in San Marcos who met or exceeded expectations: 90.77%
Percentage of students in Round Rock who met or exceeded expectations: 91.84%
Percentage of students combined who met or exceeded expectations: 91.23%

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

1. In **MKT 5321** for the fall of 2014, 97.67% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the spring of 2015, 96.15% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the entire academic year 2014-2015, 96.65% 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 2014-2015 in both San Marcos and Round Rock

| | SAN MARCOS | | | ROUND ROCK | | | TOTAL | |
| | FALL | SPRING | % | FALL | SPRING | % | raw # | % |
	raw #	raw #		raw #	raw #			
Exceeds	11	5	72.73	20	10	63.83	46	66.67
Meets	1	4	22.73	10	5	31.92	20	28.98
Failed to meet	0	1	4.54	1	1	4.25	3	4.34
Total	12	10	100.00	31	16	100.00	69	100.00

Percentage of students in San Marcos who met or exceeded expectations: 95.45%
Percentage of students in Round Rock who met or exceeded expectations: 95.74%

Percentage of students combined who met or exceeded expectations: 95.65%

Outcome 6		
Category:	Student Learning Outcome	

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

1. In **MGT 5314** for the fall of 2014, 90.00% of the students met or exceeded the professor's expectations, thus achieving goal for this learning outcome. For the spring of 2015, 87.30% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the entire academic year 2014-2015, 88.50% 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 2014-2015 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	20	25	62.50	9	17	63.41	71	62.83
Meets	8	9	23.61	8	4	29.27	29	25.66
Failed to meet	3	7	13.89	2	1	7.73	13	11.50
Total	31	41	100.00	19	22	100.00	113	100.00

Percentage of students in San Marcos who met or exceeded expectations: 86.11%
Percentage of students in Round Rock who met or exceeded expectations: 92.68%
Percentage of students combined who met or exceeded expectations: 88.50%

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 3-4 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

1. In **MGT 5313** for the Fall of 2014, 100% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the Spring of 2015, 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 2014-2015, 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 6 for the academic year 2014-2015 in both San Marcos and Round Rock

	SAN MARCOS			ROUND ROCK			TOTAL	
	FALL raw #	SPRING raw #	%	FALL raw #	SPRING raw #	%	raw #	%
Exceeds	13	23	100	24	29	100	89	100

	SAN MARCOS FALL raw #	SPRING raw #	%	ROUND ROCK FALL raw #	SPRING raw #	%	TOTAL raw #	%
Meets	0	0	0	0	0	0	0	0
Failed to meet	0	0	0	0	0	0	0	0
Total	13	23	100.00	24	29	100.00	89	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%

2. In **ECO 5316** for the fall of 2014, 78.6% of the students met or exceeded the professor's expectations, thus failing to achieve the goal for this learning outcome. For the spring of 2015, 95.5% of the students met or exceeded the professor's expectations, thus achieving the goal for this learning outcome. For the entire academic year 2014-2015, 88.9% 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 2014-2015 in both San Marcos and Round Rock

	SAN MARCOS FALL raw #	SPRING raw #	%	ROUND ROCK FALL raw #	SPRING raw #	%	TOTAL raw #	%
Exceeds	0	0	0	6	8	45.2	14	19.4
Meets	12	21	80.5	4	13	54.8	50	69.4
Failed to meet	6	2	19.5	0	0	0	8	11.1
Total	18	23	100.00	10	21	100.00	72	100.00

Percentage of students in San Marcos who met or exceeded expectations: 80.5%
Percentage of students in Round Rock who met or exceeded expectations: 100%
Percentage of students combined who met or exceeded expectations: 88.9%

Outcome 7

Category: Support Service Outcome

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, 59 of the 76 students entering in fall of 2013 returned for their second year in fall of 2014 for a one year retention rate of 77.6%, below the university master's level average of 91.7% and not meeting the expected target. The 2014-2015 retention rate fell below the 2013-2014 retention rate of 86.3% showing a lack of 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 the 2014-2015 fall, spring, and summer semesters along with the total number of students enrolled in the program provided the data to assess student graduation success. In this program, 99 of the 287 students enrolled in the program graduated in the fall, spring, and summer semesters for a graduation percentage of 34.5%, below the university Masters average of 37.5% and not meeting the expected target. The percentage of graduates in 2014-2015 exceeded the 28.0% of graduates in 2013-2014 showing an improvement.

Outcome 8

Category: Support Service Outcome

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 student enrolled in the academic program during the 2014 fall semester provided the gender data. In this program, 120 of the 287 students or 41.8% were female while 159 of the students or 55.1% were male providing an imbalanced gender distribution and not meeting the expected target. The percentage of female and male student in 2013-2014 was 41.3% and 58.7% respectively; thus, the male-female ratio has become less balanced in 2014-2015.

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 2014-2015 fall semester provided the data to assess ethnic and racial diversity. In this program, 14 of the 287 students or 4.9% (compared to 5.2% in 2013-2014) were African-American; 44 of the 287 students or 15.3% (compared to 16.6% in 2013-2014) were Hispanic; 184 of the 287 students or 64.1% (compared to 62.4% in 2013-2014) were White, non-Hispanic; 26 of the 287 students or 9.1% (compared to 11.1% in 2013-2014) were of other minority or unknown backgrounds; 19 of the 287 students or 6.6% (compared to 4.8% in 2013-2014) were of non-resident International students. During 2014-2015, the state of Texas population consisted of 9.8% African American, 31.9% Hispanic, 39.0% White, non-Hispanic, 11.9% other minority or unknown background, and 8.3% were of non-resident International students. Thus, the data for this program indicate students represent a racial and ethnic diversity distribution unlike that of other Texas Emerging Research Universities, also indicating that the program is not meeting the expected target. Compared to 2013-2014, the student population in 2014-2015 appears to represent a more diverse background.

Approval History	
Approval History Event	**Approver**
Outcomes Approved Level 1	William Chittenden (wc10)
Outcomes Approved Level 2	Denise Smart (ds37)
Outcomes Audit Report Submitted	Beth Wuest (bw09)
Results Approved Level 1	William Chittenden (wc10)
Results Approved Level 2	Denise Smart (ds37)
Results Audit Report Submitted	Beth Wuest (bw09)