

MBA Program Assurance of Learning Summary

Fall, 2007

In fall 2006, the Graduate Studies Committee identified four areas for improving the assurance of learning plan. Each recommendation is listed below with the corresponding action taken by the College of Business & Economics faculty and staff.

1. Improved writing of goals and competencies

Goal Chairs held “closing the loop” meetings for all instructors teaching a course related to the specific goal. One objective of these meetings was to discuss and clarify any ambiguities in the assurance of learning goals or outcomes related to the topic being discussed. Several assurance of learning outcomes were revised based on these “closing the loop” meetings.

2. Improved communication with faculty concerning procedures

Training videos were created to aid faculty in the assurance of learning process. Graduate students offered to assist faculty inputting data results. Emails and faculty visits by Goal Chairs also increased the flow of communication concerning the assurance of learning process.

3. Improved communication with faculty concerning the reasons for conducting assurance of learning assessment.

The importance of the assurance of learning process has been emphasized at both College and department level meetings. All faculty now understand the importance of this process and its relationship to the AACSB International accreditation process for the College of Business & Economics.

4. Improved reporting procedures

All MBA Program assurance of learning data is reported using a database tool created by Digital Measures. This database tool simplifies report procedures and data retrieval for faculty and administrative reference.

All instructors teaching corresponding assurance of learning classes were asked to report data in fall 2007. Faculty collected data in 52 classes including 1363 outcome-based assignments. The student rating of very good, good enough and not good enough are stored in the reporting database. In addition to the ratings; assignments, student examples, and future action statements are documented in the database. Near the conclusion of the spring semester, Goal Chairs called “closing the loop” meetings for all instructors teaching a course related to a specific goal. The meeting reports can be found in Appendix _____. Spring 2008 reporting information is being collected at the present time.

The MBA Program assurance of learning goals, outcomes, percentage ratings, and total responses can be found in Table 1.

Table 1. MBA Program Assurance of Learning Data

Fall, 2007

GOALS	OBJECTIVE	RESULTS			
		VG	GE	NGE	TOTAL
Apply skills and knowledge appropriate for conducting business in a global environment.					
	1. Identify key global-related issues within a "discipline-specific" business environment.	36.13%	27.73%	29.41%	119
	2. Apply appropriate theories and models relevant to assess the impact of a current global event on a business.	48.74%	32.77%	13.45%	119
	3. Develop and justify strategy alternatives for effectively responding to the global event.	34.45%	36.97%	23.53%	119
Apply skills and Knowledge appropriate for managing the effective use of technology.					
	1. Identify key technological and innovative-related issues within the business environment.	31.43%	40.00%	27.14%	140
	2. Understand the impact technology and innovation have on business.	55.71%	29.29%	12.14%	140
	3. Recommend alternative technology solutions for solving specific business problems.	65.00%	19.29%	13.57%	140
Apply high-level strategic thinking skills appropriate for conducting business					
	1. Identify key strategic issues for a particular business.	8.70%	60.87%	17.39%	46
	2. Apply discipline specific theories and models to generate potential strategic alternatives.	51.89%	34.91%	7.55%	106
	3. Select and justify appropriate courses of action.	8.70%	58.70%	19.57%	46
Apply ethical reasoning to diverse business situations					
	1. Identify the key dimensions of ethical reasoning.	40.32%	40.32%	19.35%	62
	2. Apply appropriate theories and models to assess divergent perspectives of a particular ethical dilemma.	38.71%	41.94%	19.35%	62
	3. Develop and justify recommended solutions to an ethical dilemma.	45.16%	40.32%	14.52%	62
Apply effective communication skills appropriate to a business environment.					
	1. Understand how the major management theories and leadership roles influence the communication climate in organizations.	70.97%	18.55%	8.87%	124
	2. Understand the importance of fostering positive work relationships and effective group communication.	15.32%	54.03%	29.03%	124