

# MBA Assessment Plan

## MBA Program

**Learning Objective 1a:** Students will be able to provide organizations with effective executive management through decision making in uncertain, dynamic, global business situations.

**Course(s) Assessed:** MBA 6320

**Measure:** Students will compete in global organizations, under conditions of uncertainty requiring adaptation and innovation, in the GLO-BUS Strategy Simulation—a strategy simulation designed around a global industry setting in which student teams from many nations compete head-to-head—in MBA 6320. Assessment will be based upon the Learning Assurance Report data on “Best Company,” “All Companies,” and “Worst Company” overall score.

**Benchmark (meet):** The institutional score for “all companies” shall be equal to or greater than the GLO-BUS “all companies” score for the appropriate time frame.

**Learning Goal 2a:** Students will be able to provide organizations with effective executive management by choosing ethical courses of action and articulating the manner by which they arrived at their decision.

**Course(s) Assessed:** MBA 6320

**Measure:** Students will demonstrate ethical leadership skills in global organizations, under conditions of uncertainty requiring adaptation and innovation, measured by the Corporate Social Responsibility percentile score from GLO-BUS Simulations

**Benchmark (meet):** The mean score of all students will exceed the 50<sup>th</sup> percentile.

**Learning Objective 3a:** Students will be able to provide organizations with effective executive management through their professional written communication skills.

**Course(s) Assessed:** MBA 6308

**Measure:** Students will prepare a report, paper, or case analysis on a business topic. A grading rubric will be used to assess levels of skills.

**Benchmark (meet):** Seventy-five percent of students assessed with the rubric will score nine (9) points, or greater, out of fourteen (14) available points.

**Learning Objective 3b:** Students will be able to provide organizations with effective executive management through their professional oral communication skills.

**Course(s) Assessed:** MBA 6308

**Measure:** Students will prepare a report, paper, or case analysis on a business topic. A grading rubric will be used to assess students’ skill levels.

**Benchmark (meet):** Seventy-five percent of students assessed with the rubric will score 38 points, or greater, out of the 55 available points.

**Learning Objective 4a:** Students will be able to understand the strategic role of information systems in support of business activities.

**Course(s) Assessed:** MBA 6301

**Measure:** Students will demonstrate sound, and well-informed decision making, on a written assignment (business case or other writing assignment) that reflects the ability to effectively collect and appropriately use information to make business decisions. This will be assessed by the grade on a specific class assignment.

**Benchmark (meet):** Seventy percent of students will earn at least 70% or more of the possible points on the assignment.

**Learning Objective 5a:** Students will be able to provide organizations with effective executive leadership under conditions of uncertainty requiring adaptation and innovation.

**Course(s) Assessed:** MBA 6320

**Measure:** Students will demonstrate leadership skills in global organizations, under conditions of uncertainty requiring adaptation and innovation. The basis for assessment will be the leadership percentile score from GLO-BUS Simulations.

**Benchmark (meet):** The mean score of all students will exceed the 50<sup>th</sup> percentile.

**Learning Objective 5b:** Students will be able to provide organizations with effective executive management by acting as team members and collaborators.

**Course(s) Assessed:** MBA 6320

**Measure:** Students will demonstrate collaboration skills in global organizations, under conditions of uncertainty requiring adaptation and innovation. The basis for assessment will be the collaboration and teamwork percentile score from GLO-BUS Simulations.

**Benchmark (meet):** The mean score of all students will exceed the 50<sup>th</sup> percentile.