

W. Frank Barton School of Business MBA 2007-2008 Assessment Plan Year End Report

A. Mission Statement

The Barton School of Business is committed to providing the highest level of quality graduate management education and producing MBA graduates capable of functioning at executive levels of responsibility in business, government, and not-for-profit organizations.

B. Constituents

The graduate students in the MBA programs are the program constituents.

C. Program Objectives

1. To ensure the enrollment of at least 60 qualified students into the program each year.
2. To provide qualified AACSB-level faculty for the program.
3. To provide an appropriate number of graduate courses for the program.
4. To provide an appropriate variety of graduate courses for the program.
5. To ensure graduates are satisfied with the program in terms of knowledge gained and skills developed.
6. To maintain appropriate student services for the “part-time” graduate student constituent group.

D. Educational Student Outcomes

1. Students will demonstrate skills in effective communication and team work
2. Students will demonstrate skills in use and management of technology
3. Students will demonstrate skills in effective management and leadership skills
4. Students will demonstrate skills in critical thinking and problem solving
5. Students will be exposed to and given assistance in understanding ethical business practices and the concept of social responsibility.

E. Assessment of Program Objectives

All data collection, data analysis, and strategic activities related to program and educational student outcome assessment is the responsibility of the Director of Graduate Studies in Business.

1. Objective 1 –Admission of qualified students
- Maintain an average GMAT score of at 520 for incoming Fall 2007 and Spring 2008 admissions cohort.
 - Admit only international applicants who meet the minimum TOEFL score of 570 (paper version), 230 (computer version) or 88-89 (Internet-based).

Assessment: Annual monitoring of admissions statistics using Graduate School and University data bases.

Results:

- -63 students were admitted into the MBA program for the Fall 2007 semester and 25 students were admitted for the Spring 2008 semester.
- The average GMAT scores for incoming Fall 2007 and Spring 2008 students were 559 and 545 respectively.
- All international students admitted during the 2007-2008 academic year met the minimum TOEFL requirements.

Action:

- **No action required.**

2. Objective 2 – Qualified Faculty

- Maintain AACSB faculty levels that require at least 90% of MBA faculty members must be terminally or professionally qualified.

Assessment: -Annual monitoring of course records to see that all graduate courses are taught by AACSB-recognized faculty.
-Annual review of Faculty Activity Reports to assure that MBA faculty is meeting AACSB requirements.

Results:

- **92% of MBA classes were taught by terminally or professionally qualified faculty members.**

Action:

- **No action required.**

3. Objective 3 – Number of Graduate Courses

- The program must offer at least one section of each required MBA course during the Fall and Spring semester.

Assessment: -Review of MBA course schedules each semester prior to final submission to University registrar.
-Review of Graduate School Exit Survey data (section B) upon it being received by the Graduate Studies in Business Office staff.

Results:

- **One section of each required MBA course was offered during the Fall 2007 and Spring 2008 semesters.**

Action:

- **Continuous monitoring of schedules will occur.**

4. Objective 4 – Variety of Courses

- The program must offer at least 20 sections of 600- or 800-level MBA electives during the course of an academic year
- The program must ensure that sufficient concentration electives are offered to satisfy demand for the individual concentrations

Assessment: -Review of MBA course schedules each semester prior to final submission to University registrar.
-Review of Graduate School Exit Survey data (section B) upon it being received by the Graduate Studies in Business Office staff.

Results:

- **There were approximately 80 sections of 600- or 800-level MBA electives during the course of the 2007-2008 academic year. But only 10 800-level electives were offered. Thus the number of MBA electives courses meet this objective, but since every concentration requires at least one 800 level electives, the number of 800 level electives is troublesome.**

Action:

- **Discussions were held with Departments offering MBA concentrations.**
- **Departments will be monitoring the variety of courses offered so that students may complete a concentration if so desired.**
- **Departments will be reviewing their concentration requirements during the 2008-2009 academic year to determine if curricular changes are needed.**

5. Objective 5 - To ensure graduates are satisfied with the program in terms of knowledge gained.

- Students will be asked to evaluate all MBA courses both at the end of each course and post-graduation.

Assessment: -Mandatory use of SPTE (Student Perceptions of Teaching Effectiveness) in MBA courses.
-Annual administration of the AACSB/Educational Benchmarking (EBI) Survey for recent graduates. The EBI survey provides self-assessment information, comparative assessment information, and longitudinal assessment.
-Periodic administration (every 3-5 years) of the Educational Benchmarking (EBI) Survey to alumni of program.
-Review of Graduate School Exit Survey data

Results:

- **SPTE evaluations were administered in each MBA class during the 2007-2008 academic year.**
- **EBI results indicated that an adjunct instructor teaching a background fundamental course was ineffective.**

Action:

- **The ineffective instructor was replaced for the Fall 2008 semester.**

6. Objective 6 - To maintain appropriate student services for the “part-time” evening graduate student constituent group.

- Offer advising, orientation, student activities, and assistance for students during normal work hours (8-5) and also until 7 p.m. at least one week night per week.

Assessment: -University employee time records.
-Attendance levels at MBA events
-Review of EBI surveys, feedback gained from MBA Student Advisory Board
-Review of WSU Graduate School Exit Survey results.

Results:

- **The MBA office was open on Monday evenings during the Fall 2007 and Spring 2008 semesters.**
- **In addition, the office was open a total of 8 evenings during “Advising Weeks” in the fall and spring semesters.**
- **Results of the EBI survey reflected similar or slightly lower levels of satisfaction with the administration and support services of the MBA program versus the previous year’s results.**

Action:

- **Advising Weeks will occur prior to the start of Spring and Fall semester registration periods.**
- **Discussions will be held with all MBA office staff about the need for all to be diligent in serving the needs of the prospective and existing students.**
- **Results of the EBI survey will be monitored to determine if additional action needs to be taken.**
- **All MBA program staff will be trained on content and structure of each MBA class in an effort to improve student evaluations of MBA advising services.**

F. Assessment of Educational Student Outcomes

1. Students will demonstrate skills in effective communication and team work

Assessment -An evaluation of each student's communication and team work skills will be conducted by the professor during the Strategy course.

Results:

- **Students in the Spring 2008 MGMT 885 class averaged a written communication rating of 2.39 out of 4.00. This average falls between the range of "needs improvement" and "acceptable" on this learning goal.**
 - 60% of the students were assessed at the "needs improvement" level while only 40% were assessed at the "acceptable" level.
- **Students in Spring 2008 MGMT 885 class averaged a teamwork rating of 3.04 on a 4.00 scale. This average fall between the range of "acceptable" and "exemplary".**
 - 86% were rated "acceptable" or "exemplary" on this goal while 14% were rated "needs improvement."

Acceptable Range:

- **No more than 15% of MBA students should fall below a 3.00 rating on either the communication or teamwork learning goals.**

Actions:

- **The feasibility of offering MBA students written communication seminars will be explored.**
- **Increased emphasis on the importance of effective written communication skills will occur during MBA new student orientation.**
- **A MBA faculty task force will be developed to coordinate course expectations related to this learning goal.**

2. Students will demonstrate skills in use and management of Technology

Assessment: -Students will be evaluated based on their performance on exam items in the Information Technology course.

Results:

Fall 2007
89% Acceptable or Exemplary Goal 1 (Assess Risks)
74% Acceptable or Exemplary Goal 2 (Configuring/managing)
79% Acceptable or Exemplary Goal 3 (Developing/sourcing)

Spring 2008 **92% Acceptable or Exemplary Goal 1 (Assess Risks)**
84% Acceptable or Exemplary Goal 2 (Configuring/managing)
84% Acceptable or Exemplary Goal 3 (Developing/sourcing)

Acceptable Range:

- **No more than 20% of MBA students should be scoring at an unacceptable level for all specific goals.**

Actions:

- **The result for fall 2007 indicated that students knew the concepts but they were having a hard time understanding the relevance of the concepts tied to goal 2 and goal 3.**
- **Changes were made to the Spring 2008 class to address this issue.**
- **Two guest speakers (IT management and IT outsourcing) were invited to the SP 08 class.**
- **Second, two required reading on company examples in the two areas were required for the SP08 class. The students were also required to engage in an in-class discussion on the two required readings.**
- **Students during the Spring 2008 performed at a higher level on the two goals.**

3. Students will demonstrate skills in effective management and leadership skills

Assessment: -Students will be evaluated based on their performance on assignments in the Strategy course.

Results:

- **Students averaged a management and leadership rating of 2.43 out of 4.00. This average falls between the range of “needs improvement” and “acceptable” on this learning goal.**
 - **60% of the students were assessed at the “needs improvement” level while only 40% were assessed at the “acceptable” or “exemplary” level.**

Acceptable Range:

- **No more than 15% of MBA students should fall below a 3.00 rating on either this learning goal.**

Action:

- **MBA new student orientation will be modified to include an increased emphasis on leadership and management skills.**
- **A MBA faculty task force will be developed to coordinate course expectations related to this learning goal.**

4 Students will demonstrate skills in critical thinking and problem solving

Assessment: -Students will be evaluated based on their performance on an assignment in the Decision Making course.

Results:

- **89% Acceptable or Exemplary Goal 1 (Issue Identification)**

- 93% Acceptable or Exemplary Goal 2 (Issue Analysis)
- 85% Acceptable or Exemplary Goal 3 (Construct Hypothesis)
- 74% Acceptable or Exemplary Goal 4 (Conclusions/Implications)

Acceptable Range:

No more than 15% of students should be rated as “unacceptable” on any goal.

Actions:

- Additional class time was allotted to discuss the differences between summary and synthesis
- An example from a successful previous student synthesis was provided to the class to illustrate this process.

5. Students will given exposure to and assistance in understanding ethical business practices and the concept of social responsibility.

Assessment: -Student performance on selected business ethics assignments in MGMT 885 course will be evaluated.

Results:

- Students averaged a rating of 2.61 out of 4.00 on this learning goal. This average falls between the range of “needs improvement” and “acceptable” on this learning goal.
 - 39% of the students were assessed at the “needs improvement” level while 61% % were assessed at the “acceptable” level.

Acceptable Range:

- No more than 15% of MBA students should fall below a 3.00 rating on either this learning goal.

Action:

- An ethics component will be added to the Spring 2009 MBA Orientation. Included in this component will be a presentation by a business ethics expert and an ethics experiential exercise.

G. Feedback loop used by faculty

The Barton School Graduate Programs Committee is charged with the evaluation and modification of the graduate programs offered within the Barton School of Business. Committee composition is a faculty member from each of the five departments in the Barton School, the Associate Dean for Graduate Programs, a (non-voting) graduate student representative, and the program directors for each of the graduate programs in the college. Each departmental representative is charged with presenting departmental issues to the committee as a whole. Departmental representatives are then charged with conveying information about committee actions and discussions back to the members of their academic departments. The committee evaluates and approves/rejects curricular and policy changes made by program administration, faculty and departments with respect to the MBA, Executive MBA, Master of Accountancy, and Master of Arts Economics degree programs. Any actions of the Graduate Programs Committee are then presented to the entire Barton School faculty for approval. Assessment data is evaluated by this body and curriculum change recommendations are made as a result of assessment outcomes. The committee is responsible for reviewing and approving each program’s annual report to the Graduate School and working with the Barton School Assessment Committee with the incorporation of the report into the Barton School Annual Report required for AACSB ongoing accreditation.