

MBA

Annual Program Report

Year:	2023-2024
Program:	MBA
Contact Person (include email & phone#)	Dr. Soumava Bandyopadhyay (x8630)

Summary of Continuous Improvement Efforts since Last Report

Provide a brief description of how assessment results have been used for program improvement. Point to a specific example of how an assessment provided the program with data it could use for improvement and what that improvement was, if possible, also show evidence of the improvement. You may look at data from the two previous academic years to support this case.

Respond here:

We elevated the benchmark for the overall performance in the MBA Common Core Test to “80% of the students will score 70% or better in the Common Core test overall.” This elevated benchmark was met in both Fall 2023 and Spring 2024.

The MBA Student Satisfaction Survey continued to suffer from a lack of responses even after some revisions. We plan to further revise this survey and its delivery method in Fall 2024 with the goal to achieve a higher response rate. We plan to offer some incentives (such as a draw for gifts) to encourage more students to respond to the survey.

Program Highlights Since Last Report

Identify and briefly discuss any programmatic curriculum changes made since the last report (e.g. new courses, course changes, SLO changes, course deletions).

Respond here:

The following course was developed in Spring 2023 and has been approved by the Graduate Council. It will be added as an elective in the Enterprise Resource Planning concentration of the MBA program: MISY 5335: ERP Configuration

Table 1. Assessment Results and Analyses for Current Cycle.

STAGE 1: PLAN				STAGE 2: DO		STAGE 3: STUDY
Departmental Student Learning Goal	Program Student Learning Outcome	Assessment	Assessment Method/Location	Benchmark Expectations	Data Results	Actions/Goals Based on Data Results* What do the data tell you? How will you use this data? How were data from the last cycle used to make changes during this cycle, and What were the results of those changes?
LG1 Managerial understanding of business disciplines	Demonstrate managerial understanding of business disciplines	MBA Student Satisfaction Survey	MGMT 5380	90% of MBA students will list yes to these questions: Has your education prepared you for the business world? Do you understand the theory/application of business necessary to be an effective manager in a business? You enhanced your communication skills?	MBA prepared you for the business world: Fall 2023 NA (NA Online, NA Campus) Spring 2024 NA (NA Online, NA Campus) Understanding of Theory: Fall 2023 NA (NA Online, NA Campus) Spring 2024 NA (NA Online, NA Campus) Understanding of applications: Fall 2023 NA (NA Online, NA Campus) Spring 2024 NA (NA Online, NA Campus) Enhanced communication	The MBA Student Satisfaction Survey continues to suffer from a lack of responses even after some revisions. We plan to further revise this survey and its delivery method in Fall 2024 with the goal to achieve a higher response rate. We plan to offer some incentives (such as a draw for gifts) to encourage more students to respond to the survey.

					skills: Fall 2023 NA (NA Online, NA Campus) Spring 2024 NA (NA Online, NA Campus)	
		MBA Common Core Questions	MGMT 5380 A set of common questions (82 questions) to be administered to students across all sections of the MBA capstone course MGMT 5380 (Strategic Management). The questions will test student knowledge drawn from integrating strategic areas of marketing, management, finance, managerial accounting, economics, and international business.	MBA students will score 70% on each core course subject. 80% of MBA students will score 70% or higher on each core course subject. Also, 80% of MBA students will score 70% or higher on the "Common Core Test Overall."	ACCT 5370 Fall 2023 99% (99% Online, 100% Campus) Spring 2024 97% (96% Online, 100% Campus) FINC 5310 Fall 2023 99% (99% Online, 89% Campus) Spring 2024 95% (95% Online, 93% Campus) MGMT 5340 Fall 2023 99% (99% Online, 100% Campus) Spring 2024 96% (96% Online, 100% Campus) ECON 5370 Fall 2023 94% (95% Online, 67% Campus) Spring 2024	All except one benchmark (for ECON 5370 on campus) were met in Fall 2023. All benchmarks were met in Spring 2024. We elevated the benchmark for the overall performance in the Common Core test to "80% of the MBA students will score 70% or higher," from the previous benchmark of "30% of the MBA students will score 70% or higher." This elevated benchmark was met in both Fall 2023 and Spring 2024.

					<p>84% (84% Online, 93% Campus)</p> <p>MGMT 5380 Fall 2023 99% (100% Online, 89% Campus) Spring 2024 97% (97% Online, 93% Campus)</p> <p>MKTG 5310 Fall 2023 98% (99% Online, 100% Campus) Spring 2024 97% (97% Online, 100% Campus)</p> <p>Common Core Overall Fall 2023 99% (98% Online, 96% Campus) Spring 2024 92% (92 % Online, 93% Campus)</p>	
LG2 Integrate the functional areas in the analysis of strategic management issues.	Skills in analyzing strategic management issues- Integrate the functional areas in the analysis of strategic management issues.	MBA Student Satisfaction Survey	MGMT 5380	Ninety percent of MBA students will list yes (1) to the following question: Upon completion of the MBA program, do you feel as	<p>Fall 2023 Overall NA (NA Online, NA Campus) Spring 2024 Overall NA (NA Online, NA Campus)</p>	The MBA Student Satisfaction Survey continued to suffer from a lack of responses even after some revisions. We plan to further revise this survey and its delivery method in Fall 2024 with the goal to achieve a higher response rate. We plan to offer some incentives

				though: you could apply a systems' approach to problem solving in a dynamic environment?		(such as a draw for gifts) to encourage more students to respond to the survey.
		Case Rubric Use the categories of Strategic Direction, Strategic Alternatives, Strategy Implementation, SWOT, Situational Analysis External and Situation Analysis Internal.	MGMT 5380	50% of MBA students will score Good & Exceptional for each category.	<p>Situational Analysis – External Fall 2023 81% (80% Online, 89% Campus) Spring 2024 54% (49% Online, 100% Campus)</p> <p>Situational Analysis – Internal Fall 2023) 83% (84% Online, 67% Campus) Spring 2024 52% (50% Online, 79% Campus)</p> <p>Strategic Alternatives Fall 2023 69% (69% Online, 67% Campus) Spring 2024 49% (45% Online, 86% Campus)</p> <p>Strategic Direction Fall 2023 83%</p>	<p>All benchmarks were met except for:</p> <ol style="list-style-type: none"> 1) Situation analysis-external for online in Spring 24 2) Strategic alternatives for overall and online in Fall 2023 3) Strategy implementation on campus in Fall 2023; overall and online in Spring 2024 <p>Will review the case rubric to identify ways for improvement in Fall 2024.</p>

					<p>(85% Online, 56% Campus) Spring 2024 56% (56% Online, 57% Campus)</p> <p>Strategy Implementation Fall 2023 68% (71% Online, 22% Campus) Spring 2024 38% (36% Online, 57% Campus)</p> <p>SWOT Analysis Fall 2023 94% (94% Online, 100% On Campus) Spring 2024 80% (79% Online, 93% Campus)</p>	
				75% of MBA students will score Average, Good & Exceptional for each category.	<p>Situational Analysis – External Fall 2023 98% (98% Online, 100% Campus) Spring 2024 92% (91% Online, 100% Campus)</p>	All benchmarks were met, except for Strategic direction for on campus in Fall 2023.

					<p>Situational Analysis – Internal Fall 2023 99% (98% Online, 100% Campus) Spring 2024 90% (89% Online, 100% Campus)</p> <p>Strategic Alternatives Fall 2023 98% (98% Online, 100% Campus) Spring 2024 90% (89% Online, 100% Campus)</p> <p>Strategic Direction Fall 2023 94% (96% Online, 67% Campus) Spring 2024 87% (85% Online, 100% Campus)</p> <p>Strategy Implementation Fall 2023 96% (97% Online, 89% Campus) Spring 2024 85% (85%</p>	
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					Online, 86% Campus) SWOT Analysis Fall 2023 99% (98% Online, 100% Campus) Spring 2024 97% (96% Online, 100% Campus)	
LG 3 Incorporate ethical considerations in decision making.	Incorporate ethical considerations in decision making.	MBA Student Satisfaction Survey	MGMT 5380	Ninety percent of MBA students will list yes (1) to the following question: Upon completion of the MBA program, do you feel as though you could deal with the ethical sensitivities of the workplace?	Fall 2023 NA (Online NA, Campus NA) Spring 2024 NA (Online NA, Campus NA)	The MBA Student Satisfaction Survey continues to suffer from a lack of responses even after some revisions. We plan to further revise this survey and its delivery method in Fall 2024 with the goal to achieve a higher response rate. We plan to offer some incentives (such as a draw for gifts) to encourage more students to respond to the survey.
		Ethics Quiz	MKTG 5310	90% of MBA students will score Good & Exemplary on the Ethics Quiz	Fall 2023 82% (Online 82%, Campus NT) Spring 2024 91% (Online 91%, Campus NT)	The benchmark was not met in Fall 2023 after a revision of the quiz, but was met in the following semester (Spring 2024). Will continue to monitor the ethics quiz in 2024-25.
LG 4 Incorporate global perspectives in decision making.	Incorporate global perspectives in decision making.	MBA Student Satisfaction Survey	MGMT 5380	Ninety percent of MBA students will list yes (1) to the following	Fall 2023 NA (Online NA, Campus NA) Spring 2024 NA (Online	The MBA Student Satisfaction Survey continues to suffer from a lack of responses even after some revisions. We plan to

				question: Upon completion of the MBA program, do you feel as though you were exposed to the global framework of business?	NA, Campus NA)	further revise this survey and its delivery method in Fall 2024 with the goal to achieve a higher response rate. We plan to offer some incentives (such as a draw for gifts) to encourage more students to respond to the survey.
		Global Perspectives Rubric As part of the core course in International Business (MGMT 5340) MBA students are evaluated on their consideration of global perspectives through cases and course projects. Students are assessed on the following traits: identification of global factors, analysis of global factors, and application of analysis of global factors to management situations. This rubric is scored	MGMT 5340	90% of MBA students will receive an acceptable or exemplary rating on the Identification of Global Factors, Analysis of Global Factors, and Application of Analysis of Global Factors to Management Situation on their assignments (cases, projects, etc).	ID Global Factors: Fall 2023 100% (100% Online, 100% Campus) Spring 2024 99% (99% Online NT, Campus) Analysis of Global Factors Fall 2023 99% (100% Online, 86% Campus) Spring 2024 100% (100% Online, NT Campus) Application of Global Factors Fall 2023 100% (100% Online, 100% Campus) Spring 2024 99% (99% Online, NT Campus)	All benchmarks were met, except for Analysis of global factors for on campus in Fall 2023 when the benchmark was narrowly missed. Will continue to monitor the rubric in 2024-25.

		using a 0-2 scale, where 0 is unacceptable and 2 is exemplary understanding and consideration.				
LG 5 Team-Based Performance	Work in a team-based environment that emphasizes skills including leadership, group problem solving, and consensus building.	MBA Student Satisfaction Survey	MGMT 5380	Ninety percent of MBA students will list yes (1) to the following questions: Upon completion of the MBA program, do you feel as though you developed skills in teamwork?	Fall 2023 NA (NA Online Campus NA) Spring 2024 NA (NA Online, Campus NA)	The MBA Student Satisfaction Survey continues to suffer from a lack of responses even after some revisions. We plan to further revise this survey and its delivery method in Fall 2024 with the goal to achieve a higher response rate. We plan to offer some incentives (such as a draw for gifts) to encourage more students to respond to the survey.
		Teamwork Rubric	MGMT 5380	Ninety percent of MBA students will receive a good, excellent or exceptional rating (4,5, or 6) on Teamwork and Cooperativeness, Exercise of Leadership, Carried a Fair Share of Overall Workload and Overall	Teamwork & Cooperativeness Fall 2023 91% (91% Online, NA Campus) Spring 2024 91% (97% Online, NA Campus) Exercise of Leadership Fall 2023 89% (89% Online, NA Campus) Spring 2024	Benchmarks were met except for exercise of leadership, carried a fair share of workload, and overall evaluation in Fall 2023. For all three measures, the benchmarks were narrowly missed (by 1% to 3). Will continue to review the rubric in 2024-25.

				Evaluation on their teamwork assignments.	<p>97% (97% Online, NA Campus)</p> <p>Carried a Fair Share of Workload Fall 2023 89% (89% Online, NA Campus) Spring 2024 100% (100% Online, NA Campus)</p> <p>Overall Evaluation Fall 2023 87% (87% Online, NA Campus) Spring 2024 97% (97% Online, NA Campus)</p>	
LG 6 Effective Decision Making	Skills in Effective Decision Making.	MBA Student Satisfaction Survey	MGMT 5380	Ninety percent of MBA students will list yes (1) to the following question: Upon completion of the MBA program, do you feel as though: you could retrieve and analyze information using technology?	<p>Gather Relevant Information Fall 2023 NA (NA Online, NA Campus) Spring 2024 NA (NA Online, NA Campus)</p> <p>Analyze Information Fall 2023 NA, (NA Online, NA Campus) Spring 2024</p>	The MBA Student Satisfaction Survey continues to suffer from a lack of responses even after some revisions. We plan to further revise this survey and its delivery method in Fall 2024 with the goal to achieve a higher response rate. We plan to offer some incentives (such as a draw for gifts) to encourage more students to respond to the survey.

					NA (NA Online, NA Campus)	
		<p>Decision Making Rubric</p> <p>As part of the BUAL 5380 (Managerial Decision Making) course, MBA students are evaluated on their decision making capabilities. Students are assessed on the following traits: identifies alternatives, identifies criteria for assessing alternatives, applies criteria to alternatives, evaluates results using various stakeholders. This rubric is scored using a 0-2 scale, where 0 is unacceptable and 2 is exemplary understanding and consideration.</p>	BUAL 5380	<p>95% of students will receive an acceptable or exemplary rating on the elements of strategic decision-making: Identify Criteria for Assessing alternatives, apply & Evaluate Results Using Various Stakeholders and Use of Information Technology on assign.</p>	<p>Identifies Alternatives Fall 2023 100% (100% Online, NA Campus) Spring 2024 100% (100% Online, NA Campus)</p> <p>Identifies Criteria Fall 2023 100% (100% Online, NA Campus) Spring 2024 100% (100% Online, NA Campus)</p> <p>Applies Criteria Fall 2023 100% (100% Online, NA Campus) Spring 2024 100% (100% Online, NA Campus)</p> <p>Evaluates Results Fall 2023 100% (100% Online, NA Campus) Spring 2024 100% (100%</p>	All benchmarks were met.

					Online, NA Campus)	
LG7 Integrate Fundamental Business Process using Information Technology	Use Information Systems for Business Process Integration.	HEC Simulation	MISY 5340	90% of students in MISY 5340 will complete the HEC simulation game successfully.	Fall 2023 96% (94% Online, 100% Campus) Spring 2024 97% (96% Online, 98% Campus)	The benchmarks were met.

Table 2. Continuous Improvement Results Since Last Report

Stage 4: ACT		
Actions/Goals Based on Data Results <i>*Copy last cycle's actions/goals and report on progress toward continuous improvement on those here.</i>	Status <i>C=Complete</i> <i>P=Progressing</i> <i>N=No Action Taken</i>	Discussion of Status <i>If C, describe efforts that led to accomplishment of actions/goals.</i> <i>If P, provide update on progress made toward accomplishing actions/goals and what tasks remain</i> <i>If N, discuss why action toward accomplishing actions/goals has been delayed and what work will be initiated toward accomplishment.</i>
<p>2021-2022</p> <p>LG6: BUAL 5380 is no longer completed by all MBA students. Students will complete BUAL or MISY 5340. Will find another additional benchmark for MISY 5340</p> <p>2022-23</p> <p>LG 7: The challenge is that the course objectives and contents for MISY 5340 and BUAL 5380 are very different. Will, however, continue to seek additional measure/benchmark for MISY 5340 to meet LG7</p>	C	<p>LG6: All benchmarks were met for the decision making rubric that was applied in BUAL 5380.</p> <p>LG7: The HEC simulation game has been adopted as the tool to measure the use of information systems for business process integration. The benchmark was met for 2023-24</p>