

Academic Year 2025-2026

MBA in Business Administration - MBA-MBAD Learning Outcomes

Managerial understanding of business disciplines

Demonstrate understanding of theories and applications necessary to be an effective manager in a business.

MEASURES	RESULTS	ACTIONS								
MBA Student Satisfaction Survey The MBA Student Satisfaction Survey is attached. The MBA Student Satisfaction Survey, which was thoroughly revised for the 2024-25 academic year, was redeployed in 2025-26 (both Fall 2025 and Spring 2026 semesters). Indirect - Survey <i>Strategic Management: MGMT 5380</i> Target 80% of students will respond in the top 2 categories (Very Useful/Useful, Very Satisfied/Generally Satisfied, Totally Agree/Generally Agree) of each question. MBA Exit Survey Fall 2025 Spring 2026.docx	MET MBA Student Satisfaction Survey ■ Met ■ Not Met  <table><tr><td>Met:</td><td>95%</td></tr><tr><td>Not Met:</td><td>5%</td></tr><tr><td>Met Total:</td><td>95%</td></tr><tr><td>Not Met Total:</td><td>5%</td></tr></table> Summary A summary of the results from the MBA Student Satisfaction Survey (Fall 2025 and Spring 2026) is provided in the "Analysis" section. MBA Exit Survey results 2025-2026.xlsx Analysis 1. Benchmark Expectation: 80% of MBA students will answer "Very Useful" or "Useful" to the question: "How useful do you feel your MBA education at Lamar University has been towards your preparation for the business world?" Data Results: <u>Fall 2025</u>: 93% of students responding answered "Very Useful" or "Useful" to the survey question. The benchmark expectation was met. <u>Spring 2026</u>: 93% of students responding answered "Very Useful" or "Useful" to the survey question. The benchmark expectation was met. 2. Benchmark Expectation: 80% of the MBA students will answer "Totally Agree" or "Generally Agree" to the statement: "You had an understanding of the theory of business necessary to be an effective manager in the modern business world." Data Results: <u>Fall 2025</u>: 95% of students responding answered "Totally Agree" or "Generally Agree." The benchmark expectation was met. <u>Spring 2026</u>: 90% of students responding answered "Totally Agree" or "Generally Agree." The benchmark expectation was met.	Met:	95%	Not Met:	5%	Met Total:	95%	Not Met Total:	5%	Maintain Assessment Strategy We will retain the four questions related to this measure for the next year (2026-2027).
Met:	95%									
Not Met:	5%									
Met Total:	95%									
Not Met Total:	5%									

	3. Benchmark Expectation: 80% of the MBA students will answer "Totally Agree" or "Generally Agree" to the statement "You understood the application of business necessary to be an effective manager in the modern business world." Data Results: <u>Fall 2025</u>: 97% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met. <u>Spring 2026</u>: 98% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met. 4. Benchmark Expectation: 80% of the MBA students will answer "Totally Agree" or "Generally Agree" to the statement: "You enhanced your communication skills." Data Results: <u>Fall 2025</u>: 90% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met. <u>Spring 2026</u>: 97% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met.	
MBA Common Core Exam 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 accounting (ACCT 5370), economics (ECON 5370), finance (FINC 5310), management (MGMT 5380), international business (MGMT 5340), and marketing (MKTG 5310). Direct - Exam (Course-based) <i>Strategic Management: MGMT 5380</i> Target 85% of MBA students will score 70% or higher on the "overall common core test." Also, 85% of MBA students will score 70% or higher on each core course subject. We slightly elevated the benchmark from the previous year (2024-25). The previous benchmark called for 80% of MBA students to score 70% or higher on the "overall common core test" and 80% of students to score 70% or higher on each core course subject.	MET Summary The results are summarized in the "Analysis" section. MBA Core Results Fall 2025.xlsx MBA Core Results Spring 2026.xlsx Analysis 1. Overall common core test: 99% of the students in Fall 2025 and 98% of the students in Spring 2026 scored 70% or higher. 2. Accounting (ACCT 5370): 100% of the students in Fall 2025 and 100% of the students in Spring 2026 scored 70% or higher. 3. Economics (ECON 5370): 98% of the students in Fall 2025 and 98% of the students in Spring 2026 scored 70% or higher. 4. Finance (FINC 5310): 88% of the students in Fall 2025 and 97% of the students in Spring 2026 scored 70% or higher. 5. Management (MGMT 5380): 100% of the students in Fall 2025 and 100% of the students in Spring 2026 scored 70% or higher.	Maintain Assessment Strategy We will retain the current benchmarks for this measure.

	6. International Business (MGMT 5340): 98% of the students in Fall 2025 and 100% of the students in Spring 2026 scored 70% or higher. 7. Marketing (MKTG 5310): 100% of the students in Fall 2025 and 99% of the students in Spring 2026 scored 70% or higher.	
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Integrate functional areas to analyze strategic management issues

Demonstrate skills in 1) integrating the functional areas in the analysis of strategic management issues and 2) applying a systems approach to problem solving in a dynamic environment.

MEASURES	RESULTS	ACTIONS
MBA Student Satisfaction Survey The MBA Student Satisfaction Survey is attached. The MBA Student Satisfaction Survey, which was thoroughly revised for the 2024-25 academic year, was redeployed in 2025-26 (both Fall 2025 and Spring 2026 semesters). Indirect - Survey <i>Strategic Management: MGMT 5380</i> Target 80% of students will respond in the top 2 categories (Totally Agree/Generally Agree) of the question. MBA Exit Survey Fall 2025 Spring 2026.docx	MET MBA Student Satisfaction Survey ■ Met ■ Not Met  0% 100% Met: 94% Not Met: 6% Met Total: 94% Not Met Total: 6% Analysis Benchmark Expectation: Benchmark Expectation: 80% of the MBA students will answer "Totally Agree" or "Generally Agree" to the statement: "You could integrate the functional areas (finance, accounting, economics, marketing) in the analysis of strategic management issues." Data Results: <u>Fall 2025</u>: 96% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met. <u>Spring 2026</u>: 92% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met.	Maintain Assessment Strategy We will retain the question related to this measure for the next year (2026-2027).
Case Study Rubric Use of strategic direction, external and internal situation analysis, strategic alternatives, strategy implementation from a case study	MET Case Study Rubric ■ Met ■ Not Met 	Maintain Assessment Strategy We will retain the case study rubric used for this assessment measure.

Direct - Assignment	0%	100%
Strategic Management: MGMT 5380	Met: 86%	
Target	Not Met: 14%	
75% of students will score "Exceptional," "Good," and "Average" (combined) in each of the following categories: 1) perform an external situation analysis; 2) perform an internal situation analysis; 3) identify strategic alternatives; 4) identify a strategic direction; 5) perform strategy implementation.	Met Total: 86%	
	Not Met Total: 14%	
	Analysis	
	1. Benchmark expectation: 75% of the students will score "Exceptional," "Good," and "Average" in performing an external situation analysis. Data Results: Fall 2025: 92% of the students met the benchmark. Spring 2026: 93% of the students met the benchmark.	
	2. Benchmark expectation: 75% of the students will score "Exceptional," "Good," and "Average" in performing an internal situation analysis. Data Results: Fall 2025: 89% of the students met the benchmark. Spring 2026: 87% of the students met the benchmark.	
	3. Benchmark expectation: 75% of the students will score "Exceptional," "Good," and "Average" in identifying strategic alternatives. Data Results: Fall 2025: 85% of the students met the benchmark. Spring 2026: 84% of the students met the benchmark.	
	4. Benchmark expectation: 75% of the students will score "Exceptional," "Good," and "Average" in identifying a strategic direction. Data Results: Fall 2025: 84% of the students met the benchmark, Spring 2026: 81% of the students met the benchmark.	
	5. Benchmark expectation: 75% of the students will score "Exceptional," "Good," and "Average" in strategy implementation. Data Results: Fall 2025: 84% of the students met the benchmark, Spring 2026: 82% of the students met the benchmark.	

Incorporate ethical considerations in decision-making

Incorporate ethical considerations in decision-making; addressing ethical sensitivities of the workplace.

MEASURES	RESULTS	ACTIONS
Ethics Quiz	MET Ethics Quiz	Maintain Assessment Strategy

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The Ethics Quiz is given to all students taking the core Marketing Management (MKTG 5310) course. Direct - Exam (Course-based) <i>Marketing Management: MKTG 5310</i> Target 80% of MBA students will score "Exemplary" and "Good" on the ethics quiz.	Met Not Met  0% 100% Met: 94% Not Met: 6% Met Total: 94% Not Met Total: 6% Analysis Benchmark Expectation: 80% of MBA students will score "Exemplary" or "Good" in the Ethics Quiz. Data Results: In the Fall 2025 semester, 93% of the students met the benchmark expectation. In the Spring 2026 semester, 95% of the students met the benchmark expectation. Therefore, the benchmark expectations were met in both semesters of the 2025-26 academic year.	We will retain the ethics quiz for the next year (2026-27)
MBA Student Satisfaction Survey The MBA Student Satisfaction Survey, which was thoroughly revised for the 2024-25 academic year, was redeployed in 2025-26 (both Fall 2025 and Spring 2026 semesters) with an additional question about ethics added. Indirect - Survey Target 80% of students will respond in the top two categories (Totally Agree / Generally Agree) of the question: "Upon completion of the MBA program, you had an understanding of how to address ethical sensitivity in the business world." MBA Exit Survey Fall 2025 Spring 2026.docx	MET MBA Student Satisfaction Survey Met Not Met  0% 100% Met: 96% Not Met: 4% Met Total: 96% Not Met Total: 4% Analysis Benchmark Expectation: Benchmark Expectation: 80% of the MBA students will answer "Totally Agree" or "Generally Agree" to the statement: "Upon completion of the MBA, you had an understanding of how to address ethical sensitivities in the business world" Data Results: <u>Fall 2025</u>: 95% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met. <u>Spring 2026</u>: 96% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met.	Maintain Assessment Strategy We will retain the ethics-related question in the MBA Student Satisfaction Survey for the next year.

Incorporate global perspectives in decision making

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Identify global factors, analyze global factors, and apply the analysis of global factors to management situations.

MEASURES	RESULTS	ACTIONS
MBA Student Satisfaction Survey The MBA Student Satisfaction Survey is attached. The MBA Student Satisfaction Survey, which was thoroughly revised for the 2024-25 academic year, was redeployed in 2025-26 (both Fall 2025 and Spring 2026 semesters). Indirect - Survey <i>Strategic Management: MGMT 5380</i> Target 80% of students will respond in the top 2 categories (Totally Agree/Generally Agree) of the relevant survey question. MBA Exit Survey Fall 2025 Spring 2026.docx	MET MBA Student Satisfaction Survey ■ Met ■ Not Met  0% 100% Met: 93% Not Met: 7% Met Total: 93% Not Met Total: 7% Analysis Benchmark Expectation: 80% of the MBA students will answer "Totally Agree" or "Generally Agree" to the statement: "You had exposure to the global framework/issues of business." Data Results: Fall 2025: 92% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met. Spring 2026: 94% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met.	Maintain Assessment Strategy We will retain the question related to this measure for the next year (2026-27).
Case Study Rubric Identification of global factors, analysis of global factors, and application of the analysis of global factors to management situations Direct - Assignment <i>International Business: MGMT 5340</i> Target 90% of MBA students will receive an "Exemplary" or "Acceptable" rating in the following categories: 1) Identification of global factors; 2) Analysis of global factors; and 3) Application of the analysis of global factors to management situations in their assignments (projects/case studies).	MET Case Study Rubric ■ Met ■ Not Met  0% 100% <i>Values are not shown when too close to each other. Click or use arrow keys to see details.</i> Met: 99% Not Met: 1% Met Total: 99% Not Met Total: 1% Analysis 1. Benchmark expectation: 90% of the students will receive an "Exemplary" or "Acceptable" rating in identification of global factors.	Maintain Assessment Strategy We will retain the Case Study Rubric used for this assessment measure.

	Data Results: Fall 2025: 100% of the students met the benchmark. Spring 2026: 100% of the students met the benchmark. 2. Benchmark expectation: 90% of the students will receive an "Exemplary" or "Acceptable" rating in analysis of global factors. Data Results: Fall 2025: 99% of the students met the benchmark. Spring 2026: 100% of the students met the benchmark. 3. Benchmark expectation: 90% of the students will receive an "Exemplary" or "Acceptable" rating in application of the analysis of global factors to management situations. Data Results: Fall 2025: 98% of the students met the benchmark. Spring 2026: 100% of the students met the benchmark	
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Demonstrate Team-Based Performance

Work in a team-based environment that emphasizes skills including leadership, group problem solving, and consensus building.

MEASURES	RESULTS	ACTIONS
MBA Student Satisfaction Survey	MET MBA Student Satisfaction Survey	Maintain Assessment Strategy We will retain this question on the MBA Student Satisfaction Survey for the next year

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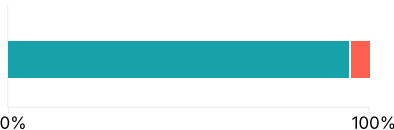
The MBA Student Satisfaction Survey is attached. The MBA Student Satisfaction Survey, which was thoroughly revised for the 2024-25 academic year, was redeployed in 2025-26 (both Fall 2025 and Spring 2026 semesters). Indirect - Survey <i>Strategic Management: MGMT 5380</i> Target 80% of students will respond in the top 2 categories (Totally Agree/Generally Agree) of the relevant question. MBA Exit Survey Fall 2025 Spring 2026.docx	Met Not Met <table><tr><td>Met:</td><td>84%</td></tr><tr><td>Not Met:</td><td>16%</td></tr><tr><td>Met Total:</td><td>84%</td></tr><tr><td>Not Met Total:</td><td>16%</td></tr></table> Analysis Benchmark Expectation: 80% of the MBA students will answer "Totally Agree" or "Generally Agree" to the statement: "Upon completion of the MBA program, you fell as though you developed skills in teamwork." Data Results: <u>Fall 2025</u>: 86% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met. <u>Spring 2026</u>: 81% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met.	Met:	84%	Not Met:	16%	Met Total:	84%	Not Met Total:	16%	(2026-27).
Met:	84%									
Not Met:	16%									
Met Total:	84%									
Not Met Total:	16%									
Teamwork Rubric Exercise of leadership, carrying a fair share of overall workload, overall evaluation of teamwork assignments Direct - Assignment <i>Strategic Management: MGMT 5380</i> Target 90% of MBA students will receive an "Exceptional," "Excellent," or "Good" rating in the following categories: 1) Teamwork and Cooperativeness; 2) Exercise of Leadership; 3)"Carrying a Fair Share of the Overall Workload," and 4) Overall Evaluation of Teamwork in their group assignment/case study.	MET Teamwork Rubric Met Not Met <table><tr><td>Met:</td><td>98%</td></tr><tr><td>Not Met:</td><td>2%</td></tr><tr><td>Met Total:</td><td>98%</td></tr><tr><td>Not Met Total:</td><td>2%</td></tr></table> Analysis 1. Benchmark expectation: 90% of MBA students will receive an "Exceptional," "Excellent," or "Good" rating in the category of "Teamwork and Cooperativeness" Data Results: Fall 2025: 98% of the students met the benchmark. Spring 2026: 98% of the students met the benchmark. 2. Benchmark expectation: 90% of MBA students will receive an "Exceptional," "Excellent," or "Good" rating in the category of "Exercise of Leadership." Data Results: Fall 2025: 97% of the students met the benchmark. Spring	Met:	98%	Not Met:	2%	Met Total:	98%	Not Met Total:	2%	Maintain Assessment Strategy We will retain the current Teamwork Rubric for the next year (2026-27).
Met:	98%									
Not Met:	2%									
Met Total:	98%									
Not Met Total:	2%									

	2026: 98% of the students met the benchmark. 3. Benchmark expectation: 98% of MBA students will receive an "Exceptional," "Excellent," or "Good" rating in the category of "Carrying a Fair Share of the Overall Workload." Data Results: Fall 2025: 98% of the students met the benchmark. Spring 2026: 98% of the students met the benchmark. 4. Benchmark expectation: 90% of MBA students will receive an "Exceptional," "Excellent," or "Good" rating in the category of "Overall Evaluation of Teamwork." Data Results: Fall 2025: 98% of the students met the benchmark. Spring 2026: 98% of the students met the benchmark.	
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Effective decision making

Develop skills in effective decision making such as identifying and applying criteria for assessing alternatives, evaluating results, and using information technology.

MEASURES	RESULTS	ACTIONS
Decision Making Rubric Identifying alternatives, identifying and applying criteria for assessing alternatives, evaluating results Direct - Assignment Managerial Decision Making: BUAL 5380 Target 95% of the MBA students will receive an "Exemplary" or "Acceptable" rating on the elements of strategic decision-making: 1) identify alternatives; 2) identify criteria for assessing alternatives; 3) apply criteria for assessing alternatives; and 4) evaluate results using various stakeholders (balanced scorecard).	MET Decision Making Rubric Met Not Met 0%100% Values are not shown when too close to each other. Click or use arrow keys to see details. Met:99% Not Met:1% Met Total:99% Not Met Total:1% Analysis 1. Benchmark expectation: 95% of the students will receive an "Exemplary" or "Acceptable" rating in identifying alternatives for strategic decision making. Data Results: <u>Fall 2025</u>: 100% of the students met the benchmark. <u>Spring 2026</u>: 100% of the students met the benchmark. 2. Benchmark expectation: 95% of the students will receive an "Exemplary" or	Maintain Assessment Strategy We will retain the Decision Making Rubric used for this assessment measure. for the next year.

	"Acceptable" rating in identifying criteria for assessing alternatives. Data Results: <u>Fall 2025</u>: 94% of the students met the benchmark. <u>Spring 2026</u>: 97% of the students met the benchmark. The result was slightly (1%) below the benchmark in Fall 2025. The combined results from the Fall 2025 and Spring 2026 semesters (that is, for the entire year, met the benchmark. 3. Benchmark expectation: 95% of the students will receive an "Exemplary" or "Acceptable" rating in applying criteria for assessing alternatives. Data Results: <u>Fall 2025</u>: 100% of the students met the benchmark. <u>Spring 2026</u>: 100% of the students met the benchmark. 4. Benchmark expectation: 95% of the students will receive an "Exemplary" or "Acceptable" rating in evaluating results using various stakeholders (balanced scorecard). Data Results: <u>Fall 2025</u>: 100% of the students met the benchmark. <u>Spring 2026</u>: 100% of the students met the benchmark.									
MBA Student Satisfaction Survey The MBA Student Satisfaction Survey is attached. The MBA Student Satisfaction Survey, which was thoroughly revised for the 2024-25 academic year, was redeployed in 2025-26 (both Fall 2025 and Spring 2026 semesters). Indirect - Survey <i>Strategic Management: MGMT 5380</i> Target 80% of students will respond in the top 2 categories (Totally Agree/Generally Agree) of the relevant question. MBA Exit Survey Fall 2025 Spring 2026.docx	MET MBA Student Satisfaction Survey ■ Met ■ Not Met  <table><tr><td>Met:</td><td>95%</td></tr><tr><td>Not Met:</td><td>5%</td></tr><tr><td>Met Total:</td><td>95%</td></tr><tr><td>Not Met Total:</td><td>5%</td></tr></table> Analysis Benchmark Expectation: 80% of the MBA students will answer "Totally Agree" or "Generally Agree" to the statement: "You could gather and analyze information using relevant technology (e.g., search engines, AI tools, other software)?" Data Results: Fall 2025: 95% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met. Spring 2026: 94% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met.	Met:	95%	Not Met:	5%	Met Total:	95%	Not Met Total:	5%	Maintain Assessment Strategy We will retain the question related to this measure for the next year (2026-27).
Met:	95%									
Not Met:	5%									
Met Total:	95%									
Not Met Total:	5%									

Integrate fundamental business processes using information technology

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Learn to use information systems to integrate business processes.

MEASURES	RESULTS	ACTIONS
HEC Simulation Game Successful completion of the HEC simulation game Direct - Assignment ERP Overview: MISY 5340 Target 90% of the students in the MISY 5340 (ERP Overview) course will successfully complete the HEC simulation game.	MET HEC Simulation Game Met Not Met 0%100% Met:91% Not Met:9% Met Total:91% Not Met Total:9% Analysis Benchmark Expectation: 90% of MBA students will successfully complete the HEC Simulation game. Data Results: In the Fall 2025 semester, 92% of the MBA students successfully completed the HEC Simulation game. In the Spring 2026 semester, 89.5% of the MBA students successfully completed the HEC Simulation game. The results in Spring 2026 fell marginally short of the benchmark expectation, but the results from the Fall 2025 and Spring 2026 semesters combined met the expectation.	Maintain Assessment Strategy We will retain the HEC Simulation game for this outcome measure next year (2026-27)
MBA Student Satisfaction Survey The MBA Student Satisfaction Survey, which was thoroughly revised for the 2024-25 academic year, was redeployed in 2025-26 (both Fall 2025 and Spring 2026 semesters) with an additional question about the ability to use information systems tools added. Indirect - Survey Target 80% of the students will respond in the top two categories (Totally Agree/Generally Agree) of the question "Upon completion of the MBA program, do you feel as though you could gather and analyze information using relevant technology (e.g., search engines, AI tools, other software)." MBA Exit Survey Fall 2025 Spring 2026.docx	MET MBA Student Satisfaction Survey Met Not Met 0%100% Met:95% Not Met:5% Met Total:95% Not Met Total:5% Analysis Benchmark Expectation: Benchmark Expectation: 80% of the MBA students will answer "Totally Agree" or "Generally Agree" to the statement: "Upon completion of the MBA program, do you feel as though you could gather and analyze information using relevant	Maintain Assessment Strategy Retain the question about the ability to use information systems tools in the MBA Student Satisfaction Survey for next year (2026-27)

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	technology (e.g., search engines, AI tools, other software)." Data Results: <u>Fall 2025</u>: 95% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met. <u>Spring 2026</u>: 94% of respondents answered "Totally Agree" or "Generally Agree." The benchmark expectation was met.	
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