

MBA

Annual Program Report

Year:	2021-2022
Program:	MBA
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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:

Moving away from the ETS to administer the MBA Common Core test has proven successful. Students no longer experience technology issues. The results have greatly improved, even though two benchmarks were not met in one semester.

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:

2020 - Added five courses to modify the curricula of the MBA - Construction Project Management concentration.

CMGT 5315 Advanced Construction Planning and Scheduling

CMGT 5330 Construction Cost Management

CMGT 5340 Advanced Construction Project Management

CMGT 5355 Conflict & Negotiation Management in Construction

CMGT 5385 Sustainable Practices in Construction

2020 – Deleted Construction Management courses:

CMGT 5310 Construction Planning & Scheduling

CMGT 5320 Construction Costs and Estimation

CMGT 5325 Construction Project Management

CMGT 5350 Legal Practices in Construction

CMGT 5380 Sustainability Built Environment & Society

2021 – 2022 Added MBA Accounting Concentration and ACCT 5355 Data Analytics and ACCT 5365 Internal/External Financial Reporting

Fall 2020 - MBA program reduced the number of hours required from 36 – 30. Reduced the number of leveling courses and concentration courses.

Fall 2019 – MBA program began to accept GRE scores for admission requirements.

Summer 2020 - Remove GMAT requirement for students with 2.5 GPA or higher

Spring 2020 – Added MBA Concentrations in Business Analytics and Management Information Systems

Fall 2020 – FINC 5300 title changed and curriculum revised to include 50% Finance and 50% Economics. The contents were combined from two previous leveling courses, FINC 5300 and ECON 5300. This was implemented effective Fall 2020 when we reduced the number of MBA leveling courses from 4 to 2. The BULW 5300 leveling course was deleted from the program altogether to make this reduction complete.

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 2021 86% (84% Online, 100% Campus) Spring 2022 82% (81% Online, 100% Campus) Understanding of Theory: Fall 2021 96% (96% Online, 100% Campus) Spring 2022 94% (92% Online, 100% Campus) Understanding of applications: Fall 2021 93% (92% Online, 100% Campus) Spring 2022 95% (93% Online, 100%	Students partially met the benchmark

					<p>Campus) Enhanced communication skills: Fall 2021 96% (96% Online, 80% Campus) Spring 2022 95% (88% Online, 100% Campus)</p>	
		MBA Common Core Questions	<p>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.</p>	<p>MBA students will score 70% on each core course subject. 30% of MBA students will score 70% or better on the exam.</p>	<p>ACCT 5370 Fall 2021 88% (90% Online, 56% Campus) Spring 2022 96% (96% Online, 100% Campus) FINC 5310 Fall 2021 73% (77% Online, 11% Campus) Spring 2022 93% (94% Online, 83% Campus) MGMT 5340 Fall 2021 87% (90% Online, 33% Campus) Spring 2022 94% (94% Online, 100% Campus) ECON 5370 Fall 2021 74% (79% Online, 11% Campus) Spring 2022</p>	<p>ETS is replaced with MBA Common Core test for Spring 2021. Students did not regularly meet the benchmark for the ETS test. Due to the technology issues and length of test, a Common Core test has replaced the ETS test and was administered for the first time in Spring 2021 and students met the benchmark. 21-22 – Students partially met the benchmark.</p>

					88% (89% Online, 83% Campus) MGMT 5380 Fall 2021 82% (83% Online, 56% Campus) Spring 2022 94% (94% Online, 100% Campus) MKTG 5310 Fall 2021 81% (83% Online, 56% Campus) Spring 2022 94% (94% Online, 100% Campus) Common Core Overall Fall 2021 79% (83% Online, 22% Campus) Spring 2022 95% (95% Online, 100% Campus)	
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 though: you could apply a	Fall 2021 Overall 96% (96% Online, 100% Campus) Spring 2022 Overall 95% (92% Online, 100% Campus)	Student met the benchmark

				systems' approach to problem solving in a dynamic environment?		
		Case Rubric Use the categories of Strategic Direction, Strategic Alternatives, Strategy Implementation, SWOT, Situational Analysis External and Situation Analysis Internal.	MGMT 5380	MBA students will score 50% of Good & Exceptional for each category. 75% of students will score Average, Good & Exceptional for each category.	Situational Analysis – External Fall 2021 63% (62% Online, 78% Campus) Spring 2022 88% (89% Online, 64% Campus) Situational Analysis – Internal Fall 2021 78% (78% Online, 78% Campus) Spring 2022 93% (93% Online, 82% Campus) Strategic Alternatives Fall 2021 63% (63% Online, 67% Campus) Spring 2022 84% (85% Online, 73% Campus) Strategic Direction Fall 2021 83% (85% Online, 56% Campus) Spring 2022 68% (67% Online, 82%	Replaced Exit Exam rubric with a new strategic rubric for 20-21. Students partially met benchmark

					Campus)Strate gy Implementatio n Fall 2021 54% (55% Online, 44% Campus)Sprin g 2022 80% (80% Online, 73% Campus) SWOT Analysis Fall 202191% (90% Online, 100% Campus) Spring 2022 93% (93% Online, 91% Campus)	
				MBA students will score 75% of students will score Average, Good & Exceptional foreach category.	Situational Analysis – External Fall 2021 97% (97% Online, 100% Campus)Sprin g 202297% (97% Online, 100% Campus)Situat ional Analysis – Internal Fall 2021 99% (99% Online, 100% Campus)Sprin g 2022 99% (100% Online, 91% Campus)Strate gic Alternatives	Students met the benchmark

					<p>Fall 2021 98% (98% Online, 100% Campus)Spring 2022 99% (99% Online, 100% Campus)Strategic Direction Fall 2021 99% (99% Online, 100% Campus)Spring 2022 80% (79% Online, 100% Campus)Strategy Implementation Fall 2021 97% (96% Online, 100% Campus)Spring 2022 98% (98% Online, 100% Campus)SWOT Analysis Fall 2021 96% (95% Online, 100% Campus)Spring 2022 99% (99% Online, 100% Campus)</p>	
		MBA Student Satisfaction survey	MGMT 5380	Ninety percent of MBA students will list yes (1) to the following question: Upon	<p>Fall 2021 Overall 96% (96% Online, 100% Campus) Spring 2022</p>	Students met the benchmark

				completion of the MBA program, do you feel as though: you could apply a systems' approach to problem solving in a dynamic environment?	Overall 95% (92% 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 2021 100% (Online 100%, Campus 100%) Spring 2022 97% (Online 96%, Campus 100%)	Students met the benchmark
		Ethics Quiz	MKTG 5310	90% of MBA students will score Good & Exemplary on the Ethics Quiz	Fall 2021 89% (Online 89%, Campus NA%) Spring 2022 58% (Online 54%, Campus 94%)	Students partially met the benchmark One faculty will teach MKTG 5310 moving forward. Assessment tool and benchmark for Ethics quiz will be re-evaluated and adjusted according in Summer 2022.
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 question: Upon	Fall 2021 89% (Online 88%, Campus 100%) Spring 2022 95% (Online 93%,	Students partially met the benchmark

				completion of the MBA program, do you feel as though you were exposed to the global framework of business?	Campus 100%)	
		<p>Global Perspectives Rubric</p> <p>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:</p> <p>identification of global factors, analysis of global factors, and application of analysis of global factors to management situations. This rubric is scored using a0-2</p>	MGMT 5340	<p>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).</p>	<p>ID Global Factors: Fall 2021 100% (100% Online Campus 100%Spring 2022 100% (100% Online, Campus NA% Analysis of Global Factors Fall 2021 98% (100% Online, Campus 86%Spring 2022 100% (100% Online, Campus NA0%Applicati on of Global Factors Fall 2021 95% (95% Online, Campus 100%Spring 2022 98% (98% Online, Campus NA%</p>	

		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 2021 93% (92% Online Campus 100% Spring 2022 91% (91% Online, Campus 75%	Students met the benchmark in Fall 2021, but partially met in Spring 2022.
		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 Evaluation on	Teamwork & Cooperativeness Fall 2021 77% (78% Online, 71% Campus) Spring 2022 89% (91% Online, 70% Campus) Exercise of Leadership Fall 2021 84% (86% Online, 71% Campus) Spring 2022 90% (92% Online, 80% Campus)	Students partially met the benchmark.

				their teamwork assignments.	Carried a Fair Share of Workload Fall 2021 79% (79% Online, 71% Campus) Spring 2022 95% (97% Online, 80% Campus) Overall Evaluation Fall 2021 83% (84% Online, 71% Campus) Spring 2022 92% (95% Online, 70% Campus)	
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?	Gather Relevant Information Fall 2021 100% (100% Online, 100% Campus) Spring 2022 99% (97% Online, 100% Campus) Analyze Information Fall 2021 89%, (92% Online, 50% Campus) Spring 2022 90% (87% Online, 75% Campus)	MBA Student Satisfaction Survey questions #9and #10 were reviewed and reworded as the question could be too specific beginning Fall2021. Students partially the benchmark.
		Decision Making Rubric	BUAL 5380	95% of students will receive an	Identifies Alternatives Fall 2021 93%	BUAL 5380 is no longer completed by all MBA students. Students will

		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.		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.	(98% Online, 80% Campus) Spring 2022 100% (100% Online, 100% Campus) Identifies Criteria Fall 2021 98% (98% Online, 100% Campus) Spring 2022 100% (100% Online, 100% Campus) Applies Criteria Fall 2021 93% (98% Online, 80% Campus) Spring 2022 100% (100% Online, 100% Campus) Evaluates Results Fall 2021 95% (98% Online, 87% Campus) Spring 2022 100% (100% Online, 100% Campus)	complete BUAL 5380 or MISY 5340. Will find another additional measure and benchmark for MISY 5340.
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	Fall 2021 94% (94% Online, 93% Campus) Spring 2022 97% (96%	Students met the benchmark

				game successfully.	Online, 100% Campus)	

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 P=Progressing N=No Action Taken</i>	Discussion of Status <i>If C, describe efforts that led to accomplishment of actions/goals. If P, provide update on progress made toward accomplishing actions/goals and what tasks remain If N, discuss why action toward accomplishing actions/goals has been delayed and what work will be initiated toward accomplishment.</i>
2020-2021 LG1 - ETS is replaced with MBA Common Core test for Spring 2021. Students did not regularly meet the benchmark for the ETS test. Due to the technology issues and length of test, a Common Core test has replaced the ETS test and was administered for the first time in Spring 2021 and students met the benchmark. 21-22 – Students partially met the benchmark.	C	Will continue to monitor for 3 years. Will re-evaluate after 3 years after Fall 2023.
2022-2023 LG3 - One faculty will teach MKTG 5310 moving forward. Assessment tool was not consistent; therefore, changed from rubric to quiz. Assessment tool and benchmark for Ethics quiz will be re-evaluated and adjusted according in Summer 2022.	C	We now have 2 faculty teaching MKTG 5310 and will both administer the quiz. One year of assessments for quiz collected. New edition of textbook & includes one chapter on ethics & social responsibility Sp '22. Students are not meeting the benchmark. The quiz will be reviewed in Sum '23.
2021-2022 LG6 - MBA Student Satisfaction Survey questions #9 and #10 were reviewed and reworded as the question could be too specific beginning Fall 2021.	C	Results have improved. Will continue to monitor
2021-2022 LG 6 - BUAL 5380 is no longer completed by all MBA students. Students will complete BUAL 5380 or MISY 5340. Will find another additional measure and benchmark for MISY 5340.	P	Results have improved for BUAL 5380. Continue to seek additional measure/benchmark for MISY 5340.