

GCU Academic Program Assessment Plan (Updated Fall 2016)

Program: Master of Business Administration

Learning Outcomes: Upon successful completion of the program of studies for the Masters of Business Administration, the student will earn a Master's degree and will have given evidence of

LO 1: Effective oral, written, and technological business communication skills for managerial and executive settings

LO 2: In-depth understanding of business concepts in accounting, economics, finance, management, & marketing and application to management, global business, and corporate strategy

LO 3: Development and refinement of leadership skills as a business professional through collaboration and effective membership in teams and self-reflection

LO 4: Recognize important ethical principles and to apply the concepts in a business context

LO 5: Ability to use quantitative and decision-making tools and technologies to identify, extract, analyze, and interpret business data

Learning Objective	Assessment
LO1: Effective oral, written, and technological business communication skills for managerial and executive settings	Evidenced through assigned writing, scholarly presentations using various media, and/or capstone project
LO2: In-depth understanding of business concepts in accounting, economics, finance, management, & marketing and application to management, global business, and corporate strategy	Achievement of this goal may be evidenced through the completion of scholarly projects and assigned research
LO 3: Development and refinement of leadership skills as a business professional through collaboration and effective membership in teams and self-reflection	Evidenced through assigned cases studies, writing and/or scholarly presentations
LO 4: Recognize important ethical principles and to apply the concepts in a business context	Evidenced through assigned cases studies, writing and/or scholarly presentations
LO 5: Ability to use quantitative and decision-making tools and technologies to identify, extract, analyze, and interpret business data	Evidenced through assigned writing, scholarly presentations using various media, and/or capstone project

Program: MBA	LO1: Effective Communication	LO2: In-depth knowledge	LO3: Leadership Skills
Related MBA Program Goals	1. Effective communication	2. Understand business environment	3. Collaborate effectively on teams. 6. Articulate career goals.
Related Accreditation Standard (ACBSP)	4	4	4
Program Courses and Experiential Learning Mapping to Program Outcomes			
How do students learn this? In what course(s) and/or co-curricular experience(s)?	BU609, BU626, BU604, BU691	BU691	BU609
How and in what <u>course(s)</u> do they demonstrate that they have <u>achieved</u> this outcome.			
Formative Assessment will occur in ...	Evidenced through contribution to in class discussions, academic research presentations, and written business reports. BU 609 Management and Business	Course exams in AC 602, BU 603, BU 605, EC 611	Evidenced through in class cooperative activities entailing a team project and a team challenge BU609 Management and Business
Summative Assessment will occur in...	BU691A/B	MFT - MBA BU691A/B Simulation or Project	BU 691 Strategic Management
Assessment Protocol			
How and when do you assess the achievement of <i>all students</i> in your program before they graduate and record the results of your assessment?			
Direct Evidence: Formative			In the Teamwork Challenge assignment for BU609, all students will be required to reflect on the functioning of their team and how it could be improved.

Program: MBA	LO1: Effective Communication	LO2: In-depth knowledge	LO3: Leadership Skills
			<p>The VALUE Team Rubric will be used: https://www.aacu.org/sites/default/files/files/VALUE/Teamwork.pdf</p> <p>Students will:</p> <ol style="list-style-type: none"> 1) Contribute to team meetings 2) Facilitate contributions of team members 3) Foster constructive team environments 4) Respond to conflict
<p>Direct Evidence: Summative</p>	<p>90% of the students present their capstone projects in a manner that shows preparation and practice (scores of 90+) using the Group Strategic Planning Presentation Rubric</p>	<p>All students will score at or within one stanine of the national mean in all content areas of the ETS</p> <p>On the MFT, the average correct mean in each subject section exceeds 40% for the exam cohort.</p>	
<p>Indirect Evidence: Program</p>	<p>80% of students will complete the SIR II for courses mapped to the outcome, and response to the question “this course improved my ability...” will be ranked at levels 4 or 5 by at least 60% of responders</p>	<p>On SIR surveys, 80% of classes will respond on average that in this courses I learned about the current business environment “much more than other courses” (5) or “more than other courses”. (4) by at least 60% of the responders</p>	<p>On SIR surveys, 80% of classes will respond on average that in this course I worked collaboratively with other students to enhance learning “much more than other courses” (5) or “more than other courses”. (4) by at least 60% of the responders</p>

Program: MBA	LO1: Effective Communication	LO2: In-depth knowledge	LO3: Leadership Skills
What do you consider satisfactory achievement of this outcome? WHY?			
Direct Evidence: Formative			
Direct Evidence: Summative	90% of BU691 capstone project blind evaluations exceed 3.0 for aspects related to organization and content.	90% of BU691 capstone project blind evaluations exceed 3.0 in the areas related to understanding of the business environment.	
Indirect Evidence: Program	On SIR surveys, 80% of classes will respond on average that this course improved my business writing skills “much more than other courses” (5) or “more than other courses” (4) by at least 60% of responders		
Time Frame: 3 year cycle			
Time Frame for Assessing the outcome.	3 year cycle	3 year cycle	3 year cycle

Program: MBA	LO4: ethical principles	LO5: decision-making tools and data
Related MBA Program Goals	5. ethical business behavior	7. use data and technology as a tool 4. Assess information critically
Related Accreditation Standard (ACBSP)		

Program: MBA	LO4: ethical principles	LO5: decision-making tools and data
Program Courses and Experiential Learning Mapping to Program Outcomes		
How do students learn this? In what course(s) and/or co-curricular experience(s)?	All MBA courses	All MBA courses
Assessment Protocol		
How and when do you assess the achievement of <i>all students</i> in your program before they graduate and record the results of your assessment?		
Formative Assessment will occur in ...	BU604	BU602
Summative Assessment will occur in...		
What do you consider satisfactory achievement of this outcome? WHY?		
Direct Evidence: Formative	In BU604, all students will apply ethical principles to a business context in a written article and presentation. Students will be assessed on their research of the assignment ethics case and their ability to present the topic effectively	In BU602, all students will analyze large datasets using a business analytics tool such as Tableau.
Direct Evidence: Summative		BU691 capstone project blind evaluations exceed 3 in the areas related to use of technology for data analysis

Program: MBA	LO4: ethical principles	LO5: decision-making tools and data
Indirect Evidence: Program	On SIR surveys, 60% of classes will respond on average that in this course I was asked to consider ethical issues “much more than other courses” (5) or “more than other courses”. (4)	On SIR surveys, 60% of classes will respond on average that in this course I used technology to organize information, analyze data and/or to organize decision options and results “much more than other courses” (5) or “more than other courses”. (4)
Time Frame: 3 year Assessment Cycle		
Time Frame for Assessing the outcome.	3 year cycle	3 year cycle