

**Student Learning Outcomes Committee  
Department/Program Assessment Results Report**

Department/Program: Executive and Specialized Programs

Degrees: EMBA & SMBA

Date Submitted: 3/23/07

**EMBA**

The purpose of this report is to communicate the assessment activities that have taken place during the last academic year, as well as to convey how the results are being used *to improve student learning at the program level*. The report should be kept as succinct as is possible, while answering the following questions clearly and conscientiously:

**I. Drawing upon the goals and objectives contained in the department/program student learning assessment plan, what was the focus of the department's student learning assessment for the past academic year?**

- A. See attached, Appendix I.
- B. Our main goal in the EMBA program is to continue offering a general management MBA program that emphasize the importance of an understanding of the global marketplace. This is also in line with the College of Business Administrations global emphasis.
- C. Currently, there are a few core courses that do not necessarily meet the "global emphasis" criteria: Statistics for Business Decisions, Managerial Accounting and Sarbanes Oxley. The issue with Statistics is harder to address, but the Managerial Accounting and Sarbanes Oxley course is taught in conjunction with Financial Accounting, which does meet the criteria. Additionally, Sarbanes Oxley is a U.S. regulation.

**II. What information was collected, how much, and by whom?**

Currently, we have only been able to assess our goals through faculty evaluations and submitted grades.

One of the submitted grades, however, comes from the Capstone Course, conducted at the very end of the program as a culminating experience. In order to pass the course, students must demonstrate a knowledge of all subjects taught throughout the duration of the program. In the last graduating class, all 25 students who were enrolled in the course, passed.

In Summer 2007, we will be conducting a survey of EMBA alumni from classes I - XII in order to assess the return on investment of the EMBA Program. A copy of the drafted questions is attached.

**III. What conclusions were drawn on the basis of the information collected?**

- A. All students graduating from the EMBA program have demonstrated a thorough knowledge of all the College of Business Administration core courses, and those emphasizing the competitiveness in the global marketplace.
- B. The emphasis of the global environment has been a more recent addition, however, once we collect the data from the ROI survey, we will be able to see if students from all graduating classes have benefited.

**IV. How will the information be used to inform decision-making, planning, and improvement?**

- A. Based on the data, our main concern will be to broaden the reach of our goal, and to help faculty members better understand additional student needs in order to consistently update/adapt the curriculum to provide relevant lessons that will enable the students to perform effectively in the marketplace.

Report completed by: Karen Courtney, Director of Executive Programs Date 3-23-07

## Appendix I

### Executive and Specialized Programs: EMBA Program Goals

- Better prepare executives to deal with the challenges in today’s competitive marketplace
- Emphasize the “global environment” in each EMBA course

Course	Global Environment Emphasis
Management of Organizations & Human Resources	<b>X</b>
Statistics for Business Decisions	
Executive Financial Accounting	<b>X</b>
<i>Sarbanes Oxley</i>	
Seminar in Executive Negotiations	<b>X</b>
Managerial Marketing	<b>X</b>
Executive Managerial Accounting	
Strategic Financial Management	<b>X</b>
Business in the Global Environment	<b>X</b>
The Global Financial Environment	<b>X</b>
Social Responsibility: The Legal & Ethical Environment of Business:	
<i>(A) The Legal Environment of Business</i>	<b>X</b>
<i>(B) Social Responsibility and Business Ethics</i>	<b>X</b>
Executive Entrepreneurship	<b>X</b>
Competitive Analysis	<b>X</b>
Executive Leadership	<b>X</b>
Marketing Strategy	<b>X</b>
Contemporary Challenges of Leaders:	
<i>(A) New Product Innovation</i>	<b>X</b>
<i>(B) Corporate Governance</i>	<b>X</b>
Strategic Management	<b>X</b>
Directed Readings - Capstone Course	<b>X</b>

## SMBA

The purpose of this report is to communicate the assessment activities that have taken place during the last academic year, as well as to convey how the results are being used *to improve student learning at the program level*. The report should be kept as succinct as is possible, while answering the following questions clearly and conscientiously:

### **I. Drawing upon the goals and objectives contained in the department/program student learning assessment plan, what was the focus of the department's student learning assessment for the past academic year?**

- D. See attached, Appendix I.
- E. The main goal of the Sports MBA program is to gear courses toward a true Sports MA curriculum, which will better prepare students and alumni to be effective leaders in the sports industry.
- F. Currently, three courses do not meet the "true Sports MBA" criteria: Organizational Behavior, Operations Management and Financial Management, I. The program is actively seeking faculty members who will be able to gear the courses in a more appropriate direction. We've requested that chairs of departments keep this in mind while recruiting new faculty members to SDSU.

### **II. What information was collected, how much, and by whom?**

Information has been gained through faculty evaluations, student course performance, and, most importantly, through the evaluations given by internship managers during the concluding six months of the program.

Currently, only one Sports MBA class has graduated, so it is still too early to assess program goals at an absolute level. However, through feedback given by internship managers, the program staff, the Sports MBA Advisory Board members, and faculty have a better idea of which courses are lacking pertinent information and which are sufficiently preparing students for careers in the sports industry.

### **III. What conclusions were drawn on the basis of the information collected?**

- C. Of the 33 students in the inaugural class, 30 received passing grades and have graduated from the program. It is not due to lack of effort, however, that these students were unable to complete BA 780 and 795, but that they moved on to their "dream job" and still have an obligation to fulfill their academic requirements. As previously mentioned, however, it is still too early in their careers to assess the benefits of the program, and if they have been able to use the skills acquired in the program to further their sports industry careers.

### **IV. How will the information be used to inform decision-making, planning, and improvement?**

- B. Based on the current data collected, the program staff recognizes that, over time, more research will need to be conducted in order to gain a full understanding of students' skills acquired in the program, as applied to the workplace. Additionally, changes will need to be made to the format of the afore mentioned four courses in order to gear them towards a "true Sports MBA" curriculum.

Report completed by \_\_\_Karen Courtney, Director of Executive Programs\_      Date \_\_\_3-23-07\_

## Appendix I

### Executive and Specialized Programs: Sports MBA Program Goals

- Gear courses toward a true Sports MBA curriculum that will prepare students and alumni to be effective leaders in the sports industry.

<b>Course</b>	<b>True Sports MBA Curriculum</b>
Sports and Society	X
Managerial Accounting	X
Statistical Analysis	X
Sports Business Management/Sports Law	X
Managerial Economics	X
Financial Accounting	X
Organizational Behavior	
Operations Management	
International Human Resource Management	X
Financial Management I	
Sports Marketing	X
Seminar in Market Research	X
Seminar in World Business Environment	X
Financial Management II	X
Integrated Marketing Communications	X
Integrative Business Analysis (through Internship)	X