

**Student Learning Outcomes Committee 2008
Department/Program Assessment Results Report**

Department/Program__Business Administration____ Degree/Program__EMBA & SMBA_

Date Submitted__3-20-08_____

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. Working from your assessment report of last year, please discuss some changes made or strategies implemented in response to last year's results.

The response to the assessment reports submitted in 2007 for the Executive MBA and Sports MBA programs suggested that a complete review of assessment efforts for these two programs be undertaken. It was pointed out that the programs appeared to lack clear goals and student learning outcomes (SLOs) and hence further assessment efforts would not be possible. Based on this feedback, the Executive and Specialized Programs (ESPO) Committee undertook a careful examination of the two programs with an eye toward developing clear goals and learning outcomes for each program and plans designed to assess those goals and SLOs.

In the case of the Sports MBA program, the result of this examination was a conclusion that the program really is not a distinct stand alone MBA but rather it is part of the regular MBA program offered through the College of Business. While the Sports MBA program is offered as an external degree program and is completed by a self-contained cohort of students, it does not have goals and SLOs that are separate and distinct from the goals and SLOs that exist for our regular on-campus MBA. Further, the curriculum followed by the SMBA cohort is the same as the curriculum completed in our regular MBA program students. Based on these conclusions, the SMBA cohorts in the future will be included in the data collection and assessment efforts used for the College of Business' MBA program. No separate reports will be filed for this "program."

In the case of the Executive MBA (EMBA) program, the committee spent significant time developing goals and corresponding student learning outcomes. These goals and SLOs were then used to guide the further development of an assessment plan which details where the content to master the goals is delivered in the EMBA program, what methods will be used to assess the program's goals and SLOs, and a time line for implementation of the assessment plan. This complete assessment plan is attached as Appendix I to this report. Implementation of the plan will begin in April 2008. The results of the first year of implementation will be reported in the 2009 report.

II. 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. This section should list the student learning goals and objectives that were the focus for the report year (selected from your complete set of goals and objectives).
- B. It would also be helpful to note here the student learning goals and objectives that you intend to assess during the next year.

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

- A. This section should briefly describe the methodology used to examine the targeted goals and objectives. Please attach relevant scoring rubrics, surveys, or other materials used to examine student learning to the back of the report, as Appendices.
- B. Please note that the expectation here is that programs will make use of *direct* measures of student learning outcomes.

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

- A. This section should briefly describe the results (in summary form) in regard to how well students have met the targeted goals and objectives. For example, what percentage of students met the objectives? Is this a satisfactory level of performance? What areas need improvement?
- B. Whenever it is possible to do so, please organize and present collected data by way of tables and/or graphs. [Note: the committee expects and welcomes both quantitative and qualitative data, so this suggestion should not be construed as seeking quantitative data only.]

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

- A. This section should describe the strategies that will be implemented for program improvement as a result of the conclusions drawn from the assessment activities.
- B. The program change may pertain to curricular revision, faculty development, student services, resource management, and/or any other activity that connects to student success.

Report completed by: Kathy Krentler

Date: 3-20-08

APPENDIX I
Assessment Plan
MBA for Executives

College of Business Administration
San Diego State University

March 2008

I. General Goals and Learning Outcomes for the Master of Business Administration for Executives

Goal 1: Develop a solid foundation in theoretical concepts and managerial skills needed to lead business organizations.

Learning Outcomes:

1. Apply theoretical concepts in accounting, statistics, organizational behavior, finance, economics, marketing, and operations to make business decisions.
2. Employ methods of accounting, statistical data analysis, organizational behavior, finance, economics, marketing, and operations to support business decision making

Goal 2: Develop an awareness of the domestic and global economic, legal, ethical, and technological environment in which managers make and implement decisions.

Learning Outcomes:

1. Identify and critically analyze salient legal and moral business issues.
2. Evaluate the impact that changes in the domestic and global economic environment have on the business climate.
3. Analyze the impact that technological and product innovations have on the competitiveness of firms.

Goal 3. Enhance skills needed to lead business organizations

Learning Outcomes:

1. Negotiate and collaborate with others in situations with differing interests and objectives;
2. Lead a multidisciplinary team

Goal 4: Acquire the capacity to formulate and communicate strategies to solve business problems and pursue opportunities.

Learning Outcomes:

1. Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.
2. Formulate strategies to solve business problems and pursue opportunities and communicate these strategies in a clear and concise manner.

II. Assessment Methods

Direct Evidence

The assessment plan for the MBA for Executives is outlined in Exhibit 1. For each learning outcome, a direct assessment instrument is listed. Exhibit 2 shows the classes in the curriculum which contain activities that contribute to the achievement of the program learning outcomes.

Exit Survey

All students will be asked to complete exit surveys at the end of the program. Among other questions, students will be asked to assess their personal achievement of the program learning outcomes. This indirect evidence of learning will complement the direct evidence described above.

III. Responsibility

The Executive and Specialized Programs Committee (ESPO), a standing committee in the College of Business Administration, is directly responsible for the curriculum and assessment of learning for this program. This committee, in consultation with the College of Business Administration Assessment Committee, will prepare the annual assessment report required by university policy. Since the ESPO is also responsible for curriculum, conclusions reached in the assessment of learning can to be incorporated into the curriculum or operations of the program by this committee.

IV. Timeline

The program learning outcomes will be assessed on a two-year cycle. The timeline of first cycle follow the schedule:

GOAL	ASSESSMENT DATE and COURSE
Goal 4: SLO 1	April 2008- BA 790
Goal 4: SLO.2	April 2008- BA 790
Goal 2: SLO.3	April 2008- BA 790
Goal 3: SLO 1	November 2008 – BA 707
Goal 3: SLO.2	October 2008 – BA 710
Goal 1: SLO 1	April 2009 – BA 703
Goal 1: SLO 2	April 2009 – BA 703
Goal 2: SLO 1	February 2009 – BA 711 B
Goal2: SLO 2	July 2009 - BA 709

Exhibit 1. Goals and Student Learning Outcomes: EMBA Assessment Plan	
	Direct assessment methods
Goal 1: Develop the solid foundation in theoretical concepts and managerial skills needed to perform effectively in business organizations.	
Learning Outcomes: 1. Apply theoretical concepts in accounting, statistics, organizational behavior, finance, economics, marketing, and operations to make business decisions. 2. Employ methods of accounting, statistical data analysis, organizational behavior, finance, economics, marketing, and operations to support business decision making	Case Study – BA 703 Case Study – BA 703
Goal 2: Develop an awareness of the domestic and global economic, legal, ethical, and technological environment in which managers make and implement decisions.	
Learning Outcomes: 1. Identify and critically analyze salient legal and moral business issues. 2. Evaluate the impact that changes in the domestic and global economic environment have on the business climate. 3. Analyze the impact that technological and product innovations have on the competitiveness of firms.	Exam Questions - BA 711B Final Exam – BA 709 Simulation Exercise - BA 790
Goal 3. Enhance skills needed to lead business organizations	
Learning Outcomes: 1. Negotiate and collaborate with others in situations with differing interests and objectives; 2. Lead a multidisciplinary product development team	Paper – BA 707 Strategic Plan – BA 710
Goal 4: Acquire the capacity to formulate and communicate strategies to solve business problems and pursue opportunities.	
Learning Outcomes: 1. Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines. 2. Formulate strategies to solve business problems and pursue opportunities and communicate these strategies in a clear and concise manner.	Simulation Exercise - BA 790 Simulation Exercise - BA 790

**Exhibit 2. Goals and Student Learning Outcomes: EMBA
Program SLOs Mapped to Course SLOs**

	BA 601	BA 602	BA 603	BA 604	BA 605	BA 615	BA 616	BA 700	BA 701	BA 702	BA 703	BA 705	BA 707	BA 709	BA 710	BA 711	BA 790
Goal 1: Develop the solid foundation in theoretical concepts and managerial skills needed to lead business organizations.																	
Learning Outcomes: 1. Apply theoretical concepts in accounting, statistics, organizational behavior, finance, economics, marketing, and operations to make business decisions.	X	X	X	X	X	X	X					X		X		X	X
2. Employ methods of accounting, statistical data analysis, organizational behavior, finance, economics, marketing, and operations to support business decision making	X	X	X	X	X	X	X					X		X		X	X
Goal 2: Develop an awareness of the domestic and global economic, legal, ethical, and technological environment in which managers make and implement decisions.																	

<p>Learning Outcomes:</p> <p>1. Identify and critically analyze salient legal and moral business issues.</p>		x	x													x	
<p>2. Evaluate the impact that changes in the domestic and global economic environment have on the business climate.</p>							x			x			x				
<p>3. Analyze the impact that technological and product innovations have on the competitiveness of firms.</p>								x								x	x

**Goals and Student Learning Outcomes: EMBA
Program SLOs Mapped to Courses SLOs - continued**

	BA 601	BA 602	BA 603	BA 604	BA 605	BA 615	BA 616	BA 700	BA 701	BA 702	BA 703	BA 705	BA 707	BA 709	BA 710	BA 711	BA 790
Goal 3. Enhance leadership skills																	
Learning Outcomes:																	
1. Negotiate and collaborate with others in situations with differing interests and objectives;													X				
2. Lead a multidisciplinary team	X								X						X	X	
Goal 4: Acquire the capacity to formulate and communicate strategies to solve business problems and pursue opportunities.																	
Learning Outcomes:																	
1. Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.									X								X
2. Formulate strategies to solve business problems and pursue opportunities and communicate these strategies in a clear and									X		X						X

