

**Assessment Plan
Executive MBA Program**



**College of Business Administration
San Diego State University**

Spring 2014 – Spring 2019

I. Program Level Goals (PLG) and Degree Learning Outcomes (DLO) for the Executive Master of Business Administration degree

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

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

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

- DLO 3. Identify and critically analyze salient legal and moral business issues.
- DLO 4. Evaluate the impact that changes in the domestic and global economic environment have on the business climate.
- DLO 5. Analyze the impact that technological and product innovations have on the competitiveness of firms.

PLG 3: Enhance skills needed to lead business organizations

- DLO 6. Negotiate and collaborate with others in situations with differing interests and objectives.
- DLO 7. Lead a multidisciplinary team.

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

- DLO 8. Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.
- DLO 9. Formulate strategies to solve business problems and pursue opportunities.

PLG Goal 5: Demonstrate communication skills.

- DLO 10. Write clear and effective reports.
- DLO 11. Make professional oral presentations.

II. Assessment Methods

Direct Measures

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

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

Student Learning Outcomes:

DLO 1: Apply theoretical concepts in accounting, statistics, organizational behavior, finance, economics, marketing, and operations to make business decisions.

DLO 2: Employ methods of accounting, statistical data analysis, organizational behavior, finance, economics, marketing, and operations to support business decision making.

- **Content Delivered in:** BA 602, BA 604, BA 605, BA 615, BA 616, BA 700, BA 702, BA 703, BA 705, BA 711A, BA 711 CG AND BA 790
- **Assessment Method:**
 - DLO 1: Case study in BA 703 Strategic Management.
 - DLO 2: Case study in BA 615 Strategic Financial Management.

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

Student Learning Outcomes:

DLO 3: Identify and critically analyze salient legal and moral business issues.

DLO 4: Evaluate the impact that changes in the domestic and global economic environment have on the business climate.

DLO 5: Analyze the impact that technological and product innovations have on the competitiveness of firms.

- **Content Delivered in:** BA 615, BA 616, BA 700, BA 701, BA 703. BA 705, BA 709, BA 702, BA 711A and BA 790.
- **Assessment Method:**
 - DLO 3: Exam questions BA 702.
 - DLO 4 Final paper BA 709
 - DLO 5 Final paper BA 705.

PLG 3. Enhance skills needed to lead business organizations.

Student Learning Outcomes:

DLO 6: Negotiate and collaborate with others in situations with differing interests and objectives.

DLO 7: Lead a multidisciplinary team.

- **Content Delivered in:** BA 707, BA 601, BA 603, BA 700, BA 707, BA 710 and 703
- **Assessment Method:**
 - DLO 6: Final paper from BA 707.
 - DLO 7: Exam questions from BA 700.

PLG 4. Acquire the capacity to formulate strategies to solve business problems and pursue opportunities.

Student Learning Outcomes:

DLO 8: Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.

DLO 9: Formulate strategies to solve business problems and pursue opportunities.

- **Content Delivered in:** BA 602, BA 616, BA 701, BA 703, BA 705, BA 711 and BA 790.
- **Assessment Method:**
 - DLO 8: Final Paper from BA 790.
 - DLO 9: Final paper BA 703

PLG 5. Demonstrate communication skills.

Student Learning Outcomes:

DLO 10: Write clear and effective reports.

DLO 11: Make professional oral presentations.

- **Content Delivered in:** BA 601, BA 603, BA 616, BA 703, BA 709, BA 710, BA 711 and BA 790
- **Assessment Method:**
 - DLO 10: Final paper from BA 703.
 - DLO 11: Final presentation from BA 710.

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

According to the 2012 CBA Policy Statement, the Specialized and International Programs Committee, a standing committee in the College of Business Administration, shall review and approve the student learning outcomes and assessment procedures, conduct program level assessment of the MBA for Executives Program and the associated learning outcomes and report results to the Program Assurance Committee. The committee shall be responsible for developing and implementing loop closing activities for the program curricula and reporting results to the Program Assurance Committee.

IV. Timeline

The degree learning outcomes will be assessed twice over a period of five years, as outlined below.

PLG/DLO	Cycle # 1	Cycle # 2	Course used
PLG 1: DLO 1 PLG 1: DLO 2	Fall Fall	Fall Fall	BA 703 BA 615
PLG 2: DLO 3 PLG 2: DLO 4 PLG 2: DLO 5	Summer Spring Spring	Summer Spring Spring	BA 702 BA 709 BA 705
PLG 3: DLO 6 PLG 3: DLO.7	Fall Spring	Fall Spring	BA 707 BA 700
PLG 4: DLO 8 PLG 4: DLO.9	Spring Fall	Spring Fall	BA 790 BA 703
PLG 5: DLO 10 PLG 5: DLO.11	Fall Fall	Fall Fall	BA 703 BA 710

**Exhibit 1. Program Level Goals (PLG) and Degree Learning Outcomes (DLO):
EMBA
Assessment Plan**

	Direct assessment methods
PLG 1: Develop a solid foundation in theoretical concepts and managerial skills needed to lead business organizations.	
Degree Learning Outcomes: DLO 1. Apply theoretical concepts in accounting, statistics, organizational behavior, finance, economics, marketing, and operations to make business decisions. DLO 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 615
PLG 2: Develop an awareness of the domestic and global economic, legal, ethical, and technological environment in which managers make and implement decisions.	
Degree Learning Outcomes: DLO 3. Identify and critically analyze salient legal and moral business issues. DLO 4. Evaluate the impact that changes in the domestic and global economic environment have on the business climate. DLO 5. Analyze the impact that technological and product innovations have on the competitiveness of firms.	Exam Questions - BA 702 Final Paper – BA 709 Final Paper - BA 705
PLG 3. Enhance skills needed to lead business organizations.	
Degree Learning Outcomes: DLO 6. Negotiate and collaborate with others in situations with differing interests and objectives. DLO 7. Lead a multidisciplinary team.	Final Paper – BA 707 Exam Questions – BA 700
PLG 4: Acquire the capacity to formulate strategies to solve business problems and pursue opportunities.	
Degree Learning Outcomes: DLO 8. Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines. DLO 9. Formulate strategies to solve business problems and pursue opportunities.	Final Paper - BA 790 Final Paper - BA 703
PLG 5. Demonstrate communication skills.	
Degree Learning Outcomes: DLO 10. Write clear and effective reports. DLO 11. Make professional oral presentations.	Final Paper – BA 703 Final Paper – BA 710

Exhibit 2. Program Level Goals Mapped to Degree Learning Outcomes: EMBA

Course or Experience	PLG #1: Theoretical Concepts and Managerial Skills	PLG #2: Global & Domestic External Environments	PLG #3: DLO 6 Negotiation	PLG #3: DLO 7 Leadership	PLG #4: Strategy Formulation	PLG #5: DLO 10 Written Comm	PLG #5: DLO 11 Oral Comm
BA 601: ORG BEHAVIOR FOR EXECS	Introduced	Introduced		Introduced	Introduced	Introduced	Introduced
	Reinforced	Applied Individ		Reinforced	Applied Group	Primary Focus	Reinforced
	Applied Group			Primary Focus	Applied Individ	Applied Group	Primary Focus
				Applied Group		Applied Individ	Applied Group
BA 602: STATS FOR BUSINESS DEC	Introduced	Introduced		Introduced	Introduced	Introduced	
	Reinforced				Reinforced		
	Primary Focus				Primary Focus		
	Applied Individ				Applied Individ		
BA 603: EXEC FINANCIAL ACCOUNTING	Introduced	Introduced		Reinforced	Introduced	Introduced	Reinforced
	Reinforced	Reinforced	Reinforced	Applied Group	Reinforced	Reinforced	Applied Group
	Applied Group	Applied Group			Applied Group	Applied Group	Applied Individ
	Applied Individ					Applied Individ	
BA 604: EXEC MANAGERIAL ACCOUNTNG	Introduced	Introduced			Reinforced	Applied Group	Applied Group
	Primary Focus					Applied Individ	Applied Individ
	Applied Individ						
BA 605: MANAGERIAL MARKETING	Primary Focus				Applied Group	Applied Group	Applied Group
	Applied Group				Applied Individ	Applied Individ	Applied Individ
BA 615: STRATEGIC FINANCIAL MGMT	Primary Focus	Primary Focus		Reinforced	Primary Focus	Primary Focus	Reinforced
	Applied Individ	Applied Individ			Applied Individ	Applied Individ	

Exhibit 2. Program Level Goals Mapped to Degree Learning Outcomes: EMBA

Course or Experience	PLG #1: Theoretical Concepts and Managerial Skills	PLG #2: Global & Domestic External Environments	PLG #3: DLO 6 Negotiation	PLG #3: DLO 7 Leadership	PLG #4: Strategy Formulation	PLG #5: DLO 10 Written Comm	PLG #5: DLO 11 Oral Comm
BA 616: COMPETITIVE ANALYSIS	Primary Focus	Primary Focus		Reinforced	Primary Focus	Primary Focus	Reinforced
	Applied Individ	Applied Individ			Applied Individ	Applied Individ	
BA 700: BUS GLOBAL ENVIRONMENT	Introduced	Introduced		Reinforced	Reinforced	Reinforced	Reinforced
	Reinforced	Reinforced		Applied Group	Applied Group	Applied Group	Applied Group
	Primary Focus	Primary Focus					
	Applied Group	Applied Group					
BA 701: EXEC ENTREPRENEURSHIP	Applied Individ	Applied Individ					
	Reinforced	Introduced		Applied Group	Introduced	Applied Group	Applied Group
	Applied Group	Reinforced			Reinforced	Applied Individ	
	Applied Individ	Primary Focus			Primary Focus		
BA 702: SOCIAL RESPONSIBILITY – LAW		Applied Group			Applied Group		
		Applied Individ			Applied Individ		
		Primary Focus			Reinforced	Primary Focus	Primary Focus
BA 702: SOCIAL RESPONSIBILITY – ETHICS	Introduced	Introduced		Reinforced		Applied Individ	Reinforced
	Primary Focus						
	Applied Individ						
BA 703: STRATEGIC MANAGEMENT	Introduced	Introduced		Reinforced	Introduced	Reinforced	Reinforced
	Reinforced	Reinforced			Reinforced	Applied Group	Applied Group
	Applied Group	Primary Focus			Primary Focus	Applied Individ	Applied Individ
	Applied Individ	Applied Group	Applied Group		Applied Group		
	Primary Focus	Applied Individ			Applied Individ		

Exhibit 2. Program Level Goals Mapped to Degree Learning Outcomes: EMBA

Course or Experience	PLG #1: Theoretical Concepts and Managerial Skills	PLG #2: Global & Domestic External Environments	PLG #3: DLO 6 Negotiation	PLG #3: DLO 7 Leadership	PLG #4: Strategy Formulation	PLG #5: DLO 10 Written Comm	PLG #5: DLO 11 Oral Comm
BA 705: MARKETING STRATEGY	Introduced	Reinforced			Introduced	Applied Individ	Applied Group
	Reinforced	Primary Focus			Reinforced		
	Primary Focus	Applied Group			Primary Focus		
	Applied Group	Applied Individ			Applied Group		
BA 707 EXEC SEM: NEGOTIATIONS	Applied Individ				Applied Individ		
	Introduced	Introduced	Introduced	Introduced	Introduced	Introduced	Introduced
	Reinforced	Reinforced	Reinforced	Reinforced	Reinforced	Reinforced	Reinforced
		Applied Individ	Primary Focus	Applied Group	Applied Group	Applied Group	Applied Group
BA 709: SEM GLOBL FINANCIAL ENVIR	Applied Individ		Applied Group	Applied Individ	Applied Individ	Applied Individ	Applied Individ
	Applied Individ	Applied Individ	Applied Individ				
	Applied Group	Applied Group				Reinforced	Reinforced
	Primary Focus	Primary Focus				Applied Individ	Applied Group
BA 710: EXECUTIVE LEADERSHIP	Applied Individ	Applied Individ					
	Applied Group			Reinforced	Reinforced	Applied Individ	Applied Group
	Reinforced	Reinforced		Primary Focus			
				Applied Group			
BA 711A: SEMINAR IN CONTEMPORARY CHALLENGES – NEW PRODUCT INNOVATION	Applied Individ			Applied Individ			
	Applied Group				Applied Group	Applied Individ	Applied Group
					Applied Individ	Applied Individ	Applied Group
	Primary Focus				Primary Focus	Applied Group	Applied Individ
BA 711B: SEMINAR IN CONTEMPORARY CHALLENGES – CORPORATE GOVERNANCE	Applied Individ						
	Primary Focus						
	Introduced			Reinforced	Reinforced	Applied Individ	Reinforced
BA 790: DIRECTED READINGS BUS ADM	Primary Focus	Primary Focus			Primary Focus	Primary Focus	Primary Focus
	Introduced	Introduced			Introduced		
	Reinforced	Reinforced	Reinforced		Reinforced		

	Applied Individ	Applied Individ		Applied Individ	Applied Individ	Applied Individ
	Applied Group	Applied Group		Applied Group		Applied Group