

**Assessment Plan  
Executive MBA Program**



**Fowler College of Business  
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 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 Executive MBA 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.**

##### **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.

- **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 616 Competitive Analysis.
  - 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.**

##### **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.

- **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 exam 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.

- **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: Peer evaluations on final project from 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.

- **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.**

**Degree 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 Fowler College of Business, shall review and approve the student learning outcomes and assessment procedures, conduct program level assessment of the Executive MBA 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	<del>Spring 2016</del> <del>Fall 2015</del>	Spring 2018 Fall 2018	BA 616 BA 615
PLG 2: DLO 3 PLG 2: DLO 4 PLG 2: DLO 5	<del>Summer 2014</del> <del>Spring 2015</del> <del>Spring 2015</del>	Spring 2018 <del>Summer 2017</del> Spring 2018	BA 702 BA 709 BA 705
PLG 3: DLO 6 PLG 3: DLO.7	<del>Fall 2014</del> <del>Spring 2015</del>	Fall 2018 Spring 2018	BA 707 BA 700
PLG 4: DLO 8 PLG 4: DLO.9	<del>Spring 2014</del> <del>Fall 2014</del>	<del>Spring 2016</del> <del>Fall 2015</del>	BA 790 BA 703
PLG 5: DLO 10 PLG 5: DLO.11	<del>Fall 2015</del> <del>Fall 2014</del>	<del>Fall 2017</del> <del>Fall 2016</del>	BA 703 BA 710

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

	<b>Direct assessment methods</b>
<b>PLG 1: Develop a solid foundation in theoretical concepts and managerial skills needed to lead business organizations.</b>	
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 616  Case Study – BA 615
<b>PLG 2: Develop an awareness of the domestic and global economic, legal, ethical, and technological environment in which managers make and implement decisions.</b>	
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 exam - BA 705
<b>PLG 3. Enhance skills needed to lead business organizations.</b>	
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 Peer evaluations on final project – BA 700
<b>PLG 4: Acquire the capacity to formulate strategies to solve business problems and pursue opportunities.</b>	
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
<b>PLG 5. Demonstrate communication skills.</b>	
Degree Learning Outcomes: DLO 10. Write clear and effective reports. DLO 11. Make professional oral presentations.	Final Paper – BA 703 Final Paper – BA 710