

# San Diego State University

## Detailed Assessment Report 2016-2017 CBA Executive MBA *As of: 5/12/2017 08:37 AM PST*

### Program Mission

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To provide high quality graduate management education to the seasoned, working executive through an innovative curriculum taught by dedicated faculty who blend leading edge theory in the field with the realities of today's changing work environment.

The mission of the College of Business Administration at SDSU is to maintain a challenging learning environment that fosters excellence in business education and develops business professionals through innovative programs, applied learning, research, and collaboration with alumni and the local business community. Our programs reflect the international, entrepreneurial, hi-tech, and tourism character of our region and provide opportunities for students and faculty to integrate their academic work with experience in the San Diego community.

Strategic Vision:

The College of Business Administration at SDSU aspires to be the educational backbone of the San Diego business community. To credibly serve one of the most dynamic regions in the nation and the world, we must achieve high national rankings in both undergraduate and graduate education and earn a national and international reputation for excellence in research. These objectives require us to understand and proactively adapt to the global and technological forces and the environmental, ethical and resource imperatives that are shaping the 21st century.

#### Connected Document

[EMBA Assessment Plan Spring 2014 - Spring 2019](#)

### Program Learning Goals

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#### **PLG 1: Develop foundation in theoretical concepts and managerial skills**

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

##### Connected Documents

[EMBA Assessment Plan Version II \(2014 - 2019\)](#)

[EMBA Curriculum Map](#)

#### **PLG 2: Develop awareness of domestic and global business environment**

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

##### Connected Documents

[EMBA Assessment Plan Version II \(2014 - 2019\)](#)

[EMBA Curriculum Map](#)

#### **PLG 3: Enhance skills to lead business organizations**

Enhance skills needed to lead business organizations.

##### Connected Documents

[EMBA Assessment Plan Version II \(2014 - 2019\)](#)

[EMBA Curriculum Map](#)

#### **PLG 4: Acquire the capacity to solve business problems**

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

##### Connected Documents

[EMBA Assessment Plan Version II \(2014 - 2019\)](#)

[EMBA Curriculum Map](#)

#### **PLG 5: Demonstrate communication skills**

Demonstrate communication skills.

##### Connected Documents

[EMBA Assessment Plan Version II \(2014 - 2019\)](#)

[EMBA Curriculum Map](#)

### Degree Learning Outcomes / Objectives, with Any Associations and Related Measures, Benchmarks, Findings, and Closes the Loop

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#### **DLO 1: Apply theoretical concepts to make business decisions**

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

##### Related Measures

#### **M 1: Archived Annual Assessment Reports, 2007 - 2011**

Annual reports were produced starting in 2007 that reported assessment efforts including findings of assessed learning outcomes and action plans/loop closing for the given year. In 2012 SDSU began using WEAVE to report this information and annual written reports were no longer produced. All assessment efforts beginning in 2012 are

reported as cycles in WEAVE. The annual reports from 2007 - 2011 are archived in the WEAVE Document Repository and linked here. Benchmarks and Findings listed below are empty in WEAVE as all information for 2007 - 2011 is found in the annual reports.

Source of Evidence: Existing data

#### **Connected Documents**

[EMBA - 2007 Annual Report](#)  
[EMBA - 2008 Annual Report](#)  
[EMBA - 2009 Annual Report](#)  
[EMBA - 2010 Annual Report](#)  
[EMBA - 2011 Annual Report](#)

#### **M 2: Comprehensive Case Analysis**

Students in BA 703 (Strategic Management) complete a comprehensive case analysis. Successful analysis requires the application and implementation of multiple theoretical concepts.

Source of Evidence: Written assignment(s), usually scored by a rubric

#### **Benchmarks:**

75% of students will achieve a score of 70% or higher.

#### **Finding (2015-2016) - Benchmarks: Met**

Findings: 100% of the students met or exceeded expectations. (47% met and 53% exceeded). Total number of students was 17.

#### **Connected Documents**

[Raw Data PLG 1 DLO 1 Spring 2016](#)  
[Sample paper exceeds expectations for PLG 1 DLO 1 Spring 2016](#)  
[Sample paper meets expectations PLG 1 DLO 1 Spring 2016](#)  
[Scoring rubric PLG 1 DLO 1 Spring 2016](#)

#### **Finding (2012 - 2013) - Benchmarks: Not Reported This Cycle**

Data was not collected in 2012-2013, Assessment Cycle #2 begins in Spring 2014.

#### **Finding (2011-2012) - Benchmarks: Met**

Findings from assessments of SLO 1 (1.1) in 2009 and 2010 are reported on the CBA Assessment website at: <http://www-rohan.sdsu.edu/~cba/assessment/emba.html>. They are found in the reports dated 2009 and 2011. This SLO will next be assessed in Fall 2012.

#### **DLO 2: Employ various methods to support business decision making**

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

#### **Related Measures**

#### **M 1: Archived Annual Assessment Reports, 2007 - 2011**

Annual reports were produced starting in 2007 that reported assessment efforts including findings of assessed learning outcomes and action plans/loop closing for the given year. In 2012 SDSU began using WEAVE to report this information and annual written reports were no longer produced. All assessment efforts beginning in 2012 are reported as cycles in WEAVE. The annual reports from 2007 - 2011 are archived in the WEAVE Document Repository and linked here. Benchmarks and Findings listed below are empty in WEAVE as all information for 2007 - 2011 is found in the annual reports.

Source of Evidence: Existing data

#### **Connected Documents**

[EMBA - 2007 Annual Report](#)  
[EMBA - 2008 Annual Report](#)  
[EMBA - 2009 Annual Report](#)  
[EMBA - 2010 Annual Report](#)  
[EMBA - 2011 Annual Report](#)

#### **M 2: Comprehensive Case Analysis**

Students in BA 703 (Strategic Management) complete a comprehensive case analysis. Successful analysis requires the application and implementation of multiple theoretical concepts.

Source of Evidence: Written assignment(s), usually scored by a rubric

#### **Benchmarks:**

75% of students will achieve a score of 70% or higher.

#### **Finding (2015-2016) - Benchmarks: Met**

Total number of students is 25. 75% corresponds to 19 students. Findings show that 23 students performed at level or above which corresponds to 92% of the students.

#### **Connected Documents**

[Raw data for PLG 1 DLO 2 Fall 2015](#)  
[Sample paper exceeds expectations PLG 1 DLO 2 Fall 2015](#)  
[Sample paper meets expectations PLG 1 DLO 2 Fall 2015](#)  
[Scoring rubric PLG 1 DLO 2 Fall 2015](#)

#### **Finding (2012 - 2013) - Benchmarks: Not Reported This Cycle**

Data was not collected in 2012-2013, Assessment Cycle #2 begins in Spring 2014.

#### **Finding (2011-2012) - Benchmarks: Met**

Findings from assessments of SLO 2 (1.2) in 2009 and 2010 are reported on the CBA Assessment website at: <http://www-rohan.sdsu.edu/~cba/assessment/emba.html>. They are found in the reports dated 2009 and 2011. This SLO will next be assessed in Fall 2012.

#### **DLO 3: Identify and analyze legal and moral business issues**

Identify and critically analyze salient legal and moral business issues.

#### **Related Measures**

### **M 1: Archived Annual Assessment Reports, 2007 - 2011**

Annual reports were produced starting in 2007 that reported assessment efforts including findings of assessed learning outcomes and action plans/loop closing for the given year. In 2012 SDSU began using WEAVE to report this information and annual written reports were no longer produced. All assessment efforts beginning in 2012 are reported as cycles in WEAVE. The annual reports from 2007 - 2011 are archived in the WEAVE Document Repository and linked here. Benchmarks and Findings listed below are empty in WEAVE as all information for 2007 - 2011 is found in the annual reports.

Source of Evidence: Existing data

#### **Connected Documents**

[EMBA - 2007 Annual Report](#)  
[EMBA - 2008 Annual Report](#)  
[EMBA - 2009 Annual Report](#)  
[EMBA - 2010 Annual Report](#)  
[EMBA - 2011 Annual Report](#)

### **M 3: Embedded Questions**

Specific questions, mapped to the student learning outcome, on essay exams and evaluated using a rubric.

Source of Evidence: Writing exam to assure certain proficiency level

#### **Benchmarks:**

70% of students will meet expectations by performing at level (67%-83%) or above level (>83%) on the rubric.

#### **Finding (2013-2014) - Benchmarks: Met**

Benchmark met. 34 students were at level or above level on the rubric (= 89% of the students).

Raw data is available in the document management.

#### **Connected Documents**

[Raw data for PLG 2 DLO 3](#)  
[Scoring rubric PLG 2 DLO 3](#)

#### **Finding (2012 - 2013) - Benchmarks: Not Reported This Cycle**

Data was not collected in 2012-2013, Assessment Cycle #2 begins in Spring 2014.

#### **Finding (2011-2012) - Benchmarks: Met**

Findings from assessments of SLO 3 (2.1) in 2009 are reported on the CBA Assessment website at: <http://www-rohan.sdsu.edu/~cba/assessment/emba.html>. They are found in the report dated 2010. This SLO was also assessed in Spring 2012, results are pending.

### **DLO 4: Evaluate the impact economic changes have on the business climate.**

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

#### **Related Measures**

### **M 1: Archived Annual Assessment Reports, 2007 - 2011**

Annual reports were produced starting in 2007 that reported assessment efforts including findings of assessed learning outcomes and action plans/loop closing for the given year. In 2012 SDSU began using WEAVE to report this information and annual written reports were no longer produced. All assessment efforts beginning in 2012 are reported as cycles in WEAVE. The annual reports from 2007 - 2011 are archived in the WEAVE Document Repository and linked here. Benchmarks and Findings listed below are empty in WEAVE as all information for 2007 - 2011 is found in the annual reports.

Source of Evidence: Existing data

#### **Connected Documents**

[EMBA - 2007 Annual Report](#)  
[EMBA - 2008 Annual Report](#)  
[EMBA - 2009 Annual Report](#)  
[EMBA - 2010 Annual Report](#)  
[EMBA - 2011 Annual Report](#)

### **M 4: Final Paper**

Final papers are required in a number of EMBA courses. A variety of these papers are used to assess programmatic student learning outcomes. Performance, mapped to specific SLOs, is assessed using a rubric.

Source of Evidence: Written assignment(s), usually scored by a rubric

#### **Benchmarks:**

75% of students will achieve a score of 70% or higher.

#### **Finding (2014-2015) - Benchmarks: Met**

Total number of students is 29. 70% = 20 students.

Findings indicate that 3 students performed below level, 3 students performed at level and 23 students performed above level.

A total of 26 students performed at level or above which is equivalent to 90% of the students.

#### **Connected Documents**

[Raw Data for PLG 2 DLO 4](#)  
[Sample paper exceeds expectations for PLG 2 DLO 4](#)  
[Sample paper meets expectations for PLG 2 DLO 4](#)  
[Scoring rubric PLG 2 DLO 4](#)

#### **Finding (2012 - 2013) - Benchmarks: Not Reported This Cycle**

Data was not collected in 2012-2013, Assessment Cycle #2 begins in Spring 2014.

#### **Finding (2011-2012) - Benchmarks: Met**

SLO 4 (2.2) was assessed by a project in BA 709 in 2009 and results of that assessment can be found at: <http://www-rohan.sdsu.edu/~cba/assessment/emba.html>. The results are reported in the 2010 report. This SLO was assessed by a final paper in Spring 2012, results are pending.

### **DLO 5: Analyze competitiveness of firms**

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

### Related Measures

#### **M 1: Archived Annual Assessment Reports, 2007 - 2011**

Annual reports were produced starting in 2007 that reported assessment efforts including findings of assessed learning outcomes and action plans/loop closing for the given year. In 2012 SDSU began using WEAVE to report this information and annual written reports were no longer produced. All assessment efforts beginning in 2012 are reported as cycles in WEAVE. The annual reports from 2007 - 2011 are archived in the WEAVE Document Repository and linked here. Benchmarks and Findings listed below are empty in WEAVE as all information for 2007 - 2011 is found in the annual reports.

Source of Evidence: Existing data

#### **Connected Documents**

[EMBA - 2007 Annual Report](#)  
[EMBA - 2008 Annual Report](#)  
[EMBA - 2009 Annual Report](#)  
[EMBA - 2010 Annual Report](#)  
[EMBA - 2011 Annual Report](#)

#### **M 4: Final Paper**

Final papers are required in a number of EMBA courses. A variety of these papers are used to assess programmatic student learning outcomes. Performance, mapped to specific SLOs, is assessed using a rubric.

Source of Evidence: Written assignment(s), usually scored by a rubric

#### **Benchmarks:**

75% of students will achieve a score of 70% or higher.

#### **Finding (2014-2015) - Benchmarks: Met**

Total number of students is 40. 70% = 28 students.

Findings indicate that 8 students performed below level in all 3 questions combined, 23 students performed at level, and 9 students performed above level.

Benchmark was met as 32 students performed at level or above level in all questions. This is equivalent to 80% of the students.

#### **Connected Documents**

[Raw Data for PLG 2 DLO 5](#)  
[Scoring rubric PLG 2 DLO 5](#)

#### **Finding (2012 - 2013) - Benchmarks: Not Reported This Cycle**

Data was not collected in 2012-2013, Assessment Cycle #2 begins in Spring 2014.

#### **Finding (2011-2012) - Benchmarks: Met**

SLO 5 (2.3) was assessed in 2008 via a question in a case analysis and in 2011 via a simulation. Results of these two assessments can be found at: <http://www-rohan.sdsu.edu/~cba/assessment/emba.html> in the 2009 and 2011 reports respectively. This SLO will next be assessed in Fal 2013 via a final paper.

### **DLO 6: Negotiate in adverse situations**

Negotiate and collaborate with others in situations with differing interests and objectives.

### Related Measures

#### **M 1: Archived Annual Assessment Reports, 2007 - 2011**

Annual reports were produced starting in 2007 that reported assessment efforts including findings of assessed learning outcomes and action plans/loop closing for the given year. In 2012 SDSU began using WEAVE to report this information and annual written reports were no longer produced. All assessment efforts beginning in 2012 are reported as cycles in WEAVE. The annual reports from 2007 - 2011 are archived in the WEAVE Document Repository and linked here. Benchmarks and Findings listed below are empty in WEAVE as all information for 2007 - 2011 is found in the annual reports.

Source of Evidence: Existing data

#### **Connected Documents**

[EMBA - 2007 Annual Report](#)  
[EMBA - 2008 Annual Report](#)  
[EMBA - 2009 Annual Report](#)  
[EMBA - 2010 Annual Report](#)  
[EMBA - 2011 Annual Report](#)

#### **M 4: Final Paper**

Final papers are required in a number of EMBA courses. A variety of these papers are used to assess programmatic student learning outcomes. Performance, mapped to specific SLOs, is assessed using a rubric.

Source of Evidence: Written assignment(s), usually scored by a rubric

#### **Benchmarks:**

70% of all students will be performing at level or above for this question. At level is between 66-68% = 133-172 pts, and above level = 173-200 pts.

#### **Finding (2014-2015) - Benchmarks: Met**

No students performed below level, 3 students performed at level = 10% of the class, and 26 students performed above level = 90%.

Benchmark met as 100% of the students performed at level or above.

#### **Connected Documents**

[Raw data for PLG 3 DLO 6](#)  
[Sample paper on exceeds expectations for PLG 3 DLO 6](#)  
[Sample paper on meets expectations for PLG 3 DLO 6](#)  
[Scoring rubric for PLG 3 DLO 6](#)

#### **Finding (2012 - 2013) - Benchmarks: Not Reported This Cycle**

Data was not collected in 2012-2013, Assessment Cycle #2 begins in Spring 2014.

**Finding (2011-2012) - Benchmarks: Met**

SLO 6 (3.1) was assessed in 2008 and 2010 via a paper/assignment in BA 707 and via a simulation in BA 707 respectively. Results of these two assessments can be found at: <http://www-rohan.sdsu.edu/~cba/assessment/emba.html>. The results are found in the 2009 and 2011 reports. The SLO will next be assessed in Fall 2012 via a final paper.

**DLO 7: Lead a multidisciplinary team**

Lead a multidisciplinary team.

**Related Measures**

**M 1: Archived Annual Assessment Reports, 2007 - 2011**

Annual reports were produced starting in 2007 that reported assessment efforts including findings of assessed learning outcomes and action plans/loop closing for the given year. In 2012 SDSU began using WEAVE to report this information and annual written reports were no longer produced. All assessment efforts beginning in 2012 are reported as cycles in WEAVE. The annual reports from 2007 - 2011 are archived in the WEAVE Document Repository and linked here. Benchmarks and Findings listed below are empty in WEAVE as all information for 2007 - 2011 is found in the annual reports.

Source of Evidence: Existing data

**Connected Documents**

[EMBA - 2007 Annual Report](#)

[EMBA - 2008 Annual Report](#)

[EMBA - 2009 Annual Report](#)

[EMBA - 2010 Annual Report](#)

[EMBA - 2011 Annual Report](#)

**M 5: Strategic Plan**

Students are asked to prepare a strategic plan which demonstrates leadership skills.

Source of Evidence: Written assignment(s), usually scored by a rubric

**Benchmarks:**

75% of students will achieve a score of 70% or higher.

**Finding (2014-2015) - Benchmarks: Met**

Total number of students is 40. 70% = 28 students.

Findings indicate that 2 students performed below level, 10 students performed at level and 28 students performed above level.

Benchmark met as 38 students performed at level or above level which is equivalent to 95% of the students.

**Connected Documents**

[Raw Data for PLG 3 DLO 7](#)

[Scoring rubric PLG 3 DLO 7](#)

**Finding (2012 - 2013) - Benchmarks: Not Reported This Cycle**

Data was not collected in 2012-2013, Assessment Cycle #2 begins in Spring 2014.

**Finding (2011-2012) - Benchmarks: Met**

SLO 7 (3.2) was assessed in 2009 using a 360 assessment. Results can be found at: <http://www-rohan.sdsu.edu/~cba/assessment/emba.html> in the 2010 report. The SLO will next be assessed in Spring 2013 using a final paper.

**DLO 8: Analyze a business problem**

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

**Related Measures**

**M 1: Archived Annual Assessment Reports, 2007 - 2011**

Annual reports were produced starting in 2007 that reported assessment efforts including findings of assessed learning outcomes and action plans/loop closing for the given year. In 2012 SDSU began using WEAVE to report this information and annual written reports were no longer produced. All assessment efforts beginning in 2012 are reported as cycles in WEAVE. The annual reports from 2007 - 2011 are archived in the WEAVE Document Repository and linked here. Benchmarks and Findings listed below are empty in WEAVE as all information for 2007 - 2011 is found in the annual reports.

Source of Evidence: Existing data

**Connected Documents**

[EMBA - 2007 Annual Report](#)

[EMBA - 2008 Annual Report](#)

[EMBA - 2009 Annual Report](#)

[EMBA - 2010 Annual Report](#)

[EMBA - 2011 Annual Report](#)

**M 4: Final Paper**

Final papers are required in a number of EMBA courses. A variety of these papers are used to assess programmatic student learning outcomes. Performance, mapped to specific SLOs, is assessed using a rubric.

Source of Evidence: Written assignment(s), usually scored by a rubric

**Benchmarks:**

70% of students will meet expectations by performing at level (66-86%) for all 3 questions on the final paper.

**Finding (2015-2016) - Benchmarks: Met**

Total number of students was 30. 70% corresponds to 21 students. Findings show that 2 students performed at level (80 and 85) and 28 students performed above level. Benchmark was met as all 30 students performed at level or above.

**Connected Documents**

[Raw data for PLG 4 DLO 8 Spring 2016](#)

[Sample paper exceeds expectations PLG 4 DLO 8 Spring 2016](#)  
[Sample paper meets expectations PLG 4 DLO 8 Spring 2016](#)  
[Scoring rubric PLG 4 DLO 8 Spring 2016](#)

**Finding (2013-2014) - Benchmarks: Met**

Benchmark met. 26 students were at level or above = 96% of the students  
Raw data is available under the document management.

**Connected Documents**

[Raw data for PLG 4 DLO 8](#)  
[Scoring rubric PLG 4 DLO 8](#)

**Finding (2012 - 2013) - Benchmarks: Not Reported This Cycle**

Data was not collected in 2012-2013, Assessment Cycle #2 begins in Spring 2014.

**Finding (2011-2012) - Benchmarks: Met**

SLO 8 (4.1) was assessed in 2008 and 2011. Results can be found at: <http://www-rohan.sdsu.edu/~cba/assessment/emba.html> in the 2009 and 2011 reports respectively. The SLO will next be assessed in Spring 2014 using a final paper.

**DLO 9: Formulate strategies to solve business problems**

Formulate strategies to solve business problems and pursue opportunities.

**Related Measures**

**M 1: Archived Annual Assessment Reports, 2007 - 2011**

Annual reports were produced starting in 2007 that reported assessment efforts including findings of assessed learning outcomes and action plans/loop closing for the given year. In 2012 SDSU began using WEAVE to report this information and annual written reports were no longer produced. All assessment efforts beginning in 2012 are reported as cycles in WEAVE. The annual reports from 2007 - 2011 are archived in the WEAVE Document Repository and linked here. Benchmarks and Findings listed below are empty in WEAVE as all information for 2007 - 2011 is found in the annual reports.

Source of Evidence: Existing data

**Connected Documents**

[EMBA - 2007 Annual Report](#)  
[EMBA - 2008 Annual Report](#)  
[EMBA - 2009 Annual Report](#)  
[EMBA - 2010 Annual Report](#)  
[EMBA - 2011 Annual Report](#)

**M 4: Final Paper**

Final papers are required in a number of EMBA courses. A variety of these papers are used to assess programmatic student learning outcomes. Performance, mapped to specific SLOs, is assessed using a rubric.

Source of Evidence: Written assignment(s), usually scored by a rubric

**Benchmarks:**

70% of all students will be meeting or exceeding expectations (scoring between 67-85 points for Meet Expectation and 86-100 for Exceed Expectation)

**Finding (2015-2016) - Benchmarks: Met**

0 students scored below expectation, 11 students met expectations (38% of the total number of students), 18 students exceeded expectations (62%). Total number of students was 29, so benchmark was met with 100% of the students meeting or exceeding expectations

**Connected Documents**

[Raw data for PLG 4 DLO 9 Fall 2015](#)  
[Sample paper exceeds expectations PLG 4 DLO 9 Fall 2015](#)  
[Sample paper meets expectations PLG 4 DLO 9 Fall 2015](#)  
[Scoring rubric PLG 4 DLO 9 Fall 2015](#)

**Finding (2014-2015) - Benchmarks: Met**

0 students scored below expectation, 22 students met expectations (56% of the total number of students), 17 students exceeded expectations (44%). Total number of students was 39, so benchmark was met with 100% of the students meeting or exceeding expectations.

**Connected Documents**

[Raw data for PLG 4 DLO 9](#)  
[Sample paper on exceeds expectations for PLG 4 DLO 9](#)  
[Sample paper on meets expectations for PLG 4 DLO 9](#)  
[Scoring rubric PLG 4 DLO 9](#)

**Finding (2012 - 2013) - Benchmarks: Not Reported This Cycle**

Data was not collected in 2012-2013, Assessment Cycle #2 begins in Spring 2014.

**Finding (2011-2012) - Benchmarks: Met**

SLO (4.2) was assessed in 2008 and 2011. Results can be found at: <http://www-rohan.sdsu.edu/~cba/assessment/emba.html> in the 2009 and 2011 reports respectively. The SLO will next be assessed in Spring 2013 using a final paper.

**DLO 10: Write reports**

Write clear and effective reports.

**Related Measures**

**M 1: Archived Annual Assessment Reports, 2007 - 2011**

Annual reports were produced starting in 2007 that reported assessment efforts including findings of assessed learning outcomes and action plans/loop closing for the given year. In 2012 SDSU began using WEAVE to report this information and annual written reports were no longer produced. All assessment efforts beginning in 2012 are reported as cycles in WEAVE. The annual reports from 2007 - 2011 are archived in the WEAVE Document

Repository and linked here. Benchmarks and Findings listed below are empty in WEAVE as all information for 2007 - 2011 is found in the annual reports.

Source of Evidence: Existing data

#### Connected Documents

[EMBA - 2007 Annual Report](#)  
[EMBA - 2008 Annual Report](#)  
[EMBA - 2009 Annual Report](#)  
[EMBA - 2010 Annual Report](#)  
[EMBA - 2011 Annual Report](#)

#### M 4: Final Paper

Final papers are required in a number of EMBA courses. A variety of these papers are used to assess programmatic student learning outcomes. Performance, mapped to specific SLOs, is assessed using a rubric.

Source of Evidence: Written assignment(s), usually scored by a rubric

#### Benchmarks:

75% of students will achieve a score of 70% or higher.

#### Finding (2015-2016) - Benchmarks: **Met**

Total # students is 29. So 80% of students = 23 students. 0 students performed below 7. 9 students met expectations by performing between 7-8 pts (70-80%). This is equivalent to 31% of students. 20 students exceeded expectations by scoring between 9-10 pts (90-100%). This is equivalent to 69% of students. Benchmark was met since all 29 students (100%) met or exceeded expectations.

#### Connected Documents

[Raw data for PLG 5 DLO 10 Fall 2015](#)  
[Sample paper exceeds expectations PLG 5 DLO 10 Fall 2015](#)  
[Sample paper meets expectations PLG 5 DLO 10 Fall 2015](#)  
[Scoring rubric PLG 5 DLO 10 Fall 2015](#)

#### Finding (2012 - 2013) - Benchmarks: **Not Reported This Cycle**

Data was not collected in 2012-2013, Assessment Cycle #2 begins in Spring 2014.

#### Finding (2011-2012) - Benchmarks: **Not Reported This Cycle**

SLO 10 (5.1) will be assessed for the first time in Spring 2013 using final papers. The papers will be rated using the CBA Written Communication Skills rubric.

#### DLO 11: Make oral presentations

Make professional oral presentations.

#### Related Measures

#### M 1: Archived Annual Assessment Reports, 2007 - 2011

Annual reports were produced starting in 2007 that reported assessment efforts including findings of assessed learning outcomes and action plans/loop closing for the given year. In 2012 SDSU began using WEAVE to report this information and annual written reports were no longer produced. All assessment efforts beginning in 2012 are reported as cycles in WEAVE. The annual reports from 2007 - 2011 are archived in the WEAVE Document Repository and linked here. Benchmarks and Findings listed below are empty in WEAVE as all information for 2007 - 2011 is found in the annual reports.

Source of Evidence: Existing data

#### Connected Documents

[EMBA - 2007 Annual Report](#)  
[EMBA - 2008 Annual Report](#)  
[EMBA - 2009 Annual Report](#)  
[EMBA - 2010 Annual Report](#)  
[EMBA - 2011 Annual Report](#)

#### M 6: Oral Presentation

Students make oral presentations as part of one or more classes. These presentations are assessed using the CBA Oral Communication Skills rubric.

Source of Evidence: Presentation, either individual or group

#### Benchmarks:

70% of all students will be performing at level or above (3 or 4) in all 3 categories

Note: In Fall 2016 we started using the standard oral communications rubric established for all MBA programs.

This rubric has two traits and 3 levels (below expectations, meets expectations and exceeds expectations.

Benchmark adjusted to 70% of students will meet or exceed expectations on both traits.

#### Finding (2016-2017) - Benchmarks: **Met**

Findings: 16 Students met or exceeded expectations in trait 1 (94%) and 15 Students met or exceeded expectations in trait 2 (88%).

Total number of students was 17. Benchmark is 70% of students to meet or exceed in both traits. 70% of students = 12 students.

#### Connected Documents

[Raw data PLG 5 DLO 11 Fall 2016](#)  
[Scoring rubric PLG 5 DLO 11 Fall 2016](#)

#### Finding (2014-2015) - Benchmarks: **Met**

3 students performed below level (7.5% of the total number of students), 14 students performed at level (35% of the class), and 23 students performed above level (57.5% of the class).

Benchmark was met since 37 students performed at level or above level (92.5% of the students in class).

#### Connected Documents

[Raw data for PLG 5 DLO 11](#)  
[Scoring rubric PLG 5 DLO 11](#)

#### Finding (2012 - 2013) - Benchmarks: **Not Reported This Cycle**

Data was not collected in 2012-2013, Assessment Cycle #2 begins in Spring 2014.

**Finding (2011-2012) - Benchmarks: Not Reported This Cycle**

SLO 11 (5.2) will be assessed for the first time in Fall 2013 using classroom presentations. The presentations will be rated using the CBA Oral Communication Skills rubric.