Student Learning Outcomes
Assessment Summary
2013 - 2014

MAJOR: MBA

DEPARTMENT: Business

1. List Student Learning and/or General Education Outcomes Assessed
The following Student Learning Outcomes and/or General Education Outcomes were assessed in AY 2013 – 2014:

2. Summary of Assessment Results

MBA 502 Accounting for the Workplace

SLO #1 – Comprehensive knowledge of the functional areas. Graduates shall possess an understanding of the theoretical foundations and quantitative tools of each functional area, as well as the ability to apply this knowledge to actual problems.

Course: MBA 502 Accounting for the Workplace

Assessment Tool: Portfolio Project
Target: 80% earn “B” or better on the business plan project.
Result: 80% of the students achieved greater than an 80% on the final exam project.

Analysis of the results: Students are meeting the proficiency measures established in SLO 1. The measure should move towards a separate project irrespective of the identified projects regarding this measure.
MBA 504 – Management and marketing

SLO# 1 – Comprehensive knowledge of the functional areas. Graduates shall possess an understanding of the theoretical foundations and quantitative tools of each functional area, as well as the ability to apply this knowledge to actual problems.

Course: MBA 504  
Assessment Tool: Comprehensive Semester Project  
Target: 80% of students earn a “B” or better  
Result: Target met - 100% of students earned a “B” or better

Analysis of the result: The target was met. Going forward the assessment tool should be reviewed to obtain information as to which questions on the project relate to which SLO for more meaningful data.

Proposed changes:  
No changes are contemplated at this time.

MBA 506 - Economics and Finance

SLO# 1 – Comprehensive knowledge of the functional areas. Graduates shall possess an understanding of the theoretical foundations and quantitative tools of each functional area, as well as the ability to apply this knowledge to actual problems.

Course: MBA 506  
Assessment Tool: Final Exam Score  
Target: 80% of students earn a “B” or better  
Result: 79% of the students earned a B or better

Analysis of the result: The target of 80% of the students having a “B” or better was not met. However, the results did show 79% of the students had a “B” or better so the difference is not of statistical significant.

Proposed changes: This course is offered on every semester. This course is essential for today’s emerging leaders.
MBA 510 - Managerial Accounting

SLO# 1 – Comprehensive knowledge of the functional areas. Graduates shall possess an understanding of the theoretical foundations and quantitative tools of each functional area, as well as the ability to apply this knowledge to actual problems.

Course: MBA 510  
Assessment Tool: Final Exam Score  
Target: 80% of students earn a “B” or better  
Results: 89% of the students earned a B or better

Analysis of the result: The target of 80% of the students having a “B” or better was met. A large percentage of students are meeting the benchmark for assessment criteria of SLO 1 in this MBA course.

MBA 518 - Corporate Communication Managerial Accounting

1. Brief narrative setting the context for changes implemented this academic year based on previous years’ data analyses, recommendations, and feedback.

The Assessment Measure was met in AY 2012-13 and no changes were suggested.

2. List Student Learning and/or General Education Outcomes Assessed

SLO 4: Communication Competency. Graduates shall communicate effectively in writing and orally in ways appropriate for a variety of objectives and audiences.

SLO 5: Ability to Manage Information. Graduates shall have an understanding of the progress in data literacy and manipulation, integrated into effective decision making.

3. Summary of Assessment Results

SLO 4: Communication Competency. Graduates shall communicate effectively in writing and orally in ways appropriate for a variety of objectives and audiences.

Section: 10 Fall 2013:  
Assessment Tool: Case Analysis  
Target: 90% earn “B” (83% grade) or better.
Result: 87% earned “B” or better. Target was not met.

Section: 30 Spring 2014:
Assessment Tool: Case Analysis
Target: 90% earn “B” (83% grade) or better.
Result: 100% earned “B” or better. Target was met.

SLO 5: Ability to Manage Information. Graduates shall have an understanding of the progress in data literacy and manipulation, integrated into effective decision making.

Section: 10 Fall 2013:
Assessment Tool: Case Analysis
Target: 90% earn “B” (83% grade) or better.
Result: 87% earned “B” or better. Target was not met.

Section: 30 Spring 2014:
Assessment Tool: Case Analysis
Target: 90% earn “B” (83% grade) or better.
Result: 100% earned “B” or better. Target was met.

In the section taught by the full time faculty, the target was missed by one student. Given the small number of students in the section, this data is not particularly troublesome. The target was met in the section taught by the adjunct faculty.

4. Proposed changes

No changes are proposed at this time given the small degree by which the target was not met in one year. The results will be reviewed after obtaining another year of data.


The following Student Learning Outcomes and/or General Education Outcomes will be assessed in AY 2014 – 2015:

SLO 2: Demonstrate effective and professional communication and collaborative skills, including effective use of information technology in business situations.

SLO 3: Demonstrate an understanding an analysis, formulation and implementation of strategy at the corporate or entrepreneurial level.
SLO: 5: Demonstrate awareness of economic, ethical and legal contexts of global business practice.

Of those, only SLO 5 is assessed in this course and the results from the prior three years for SLO 5 will be analyzed at that time.

MBA 520 - Marketing Service

SLO# 1 – Comprehensive knowledge of the functional areas. Graduates shall possess an understanding of the theoretical foundations and quantitative tools of each functional area, as well as the ability to apply this knowledge to actual problems.

<table>
<thead>
<tr>
<th>Course:</th>
<th>MBA 520</th>
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<tbody>
<tr>
<td>Assessment Tool:</td>
<td>Case Studies</td>
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<tr>
<td>Target:</td>
<td>80% of students earn a “B” or better</td>
</tr>
<tr>
<td>Results:</td>
<td>100% of the students earned a B or better</td>
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</tbody>
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Analysis of the result: The target of 80% of the students having a “B” or better was met. A large percentage of students are meeting the benchmark for assessment criteria of SLO 1 in this MBA course. In this course for this term a 100% of the students reached the target.

MBA 555 - Forensic Accounting

1. Brief narrative setting the context for changes implemented this academic year based on previous years’ data analyses, recommendations, and feedback.

No assessment data was available for AY 2012-13 and therefore no changes were suggested.

2. List Student Learning and/or General Education Outcomes Assessed

SLO 1: Comprehensive knowledge of the functional areas. Graduates shall possess an understanding of the theoretical foundations and quantitative tools of each functional area, as well as the ability to apply this knowledge to actual problems.

3. Summary of Assessment Results
SLO 1: Comprehensive knowledge of the functional areas. Graduates shall possess an understanding of the theoretical foundations and quantitative tools of each functional area, as well as the ability to apply this knowledge to actual problems.

Section: The course was not offered.
Assessment Tool: Final Exam
Target: 90% earn “B” (83% grade) or better.
Result: N/A

4. Proposed changes

No changes are proposed at this time since there is no data.


The following Student Learning Outcomes and/or General Education Outcomes will be assessed in AY 2014 – 2015:

SLO 2: Demonstrate effective and professional communication and collaborative skills, including effective use of information technology in business situations.

SLO 3: Demonstrate an understanding an analysis, formulation and implementation of strategy at the corporate or entrepreneurial level.

SLO 5: Demonstrate awareness of economic, ethical and legal contexts of global business practice.

MBA 565 - Corporate, Partnerships

1. Brief narrative setting the context for changes implemented this academic year based on previous years’ data analyses, recommendations, and feedback.

No assessment data was available for AY 2012-13 and therefore no changes were suggested.

2. List Student Learning and/or General Education Outcomes Assessed

SLO 1: Comprehensive knowledge of the functional areas. Graduates shall possess an understanding of the theoretical foundations and quantitative tools of each functional area, as well as the ability to apply this knowledge to actual problems.
3. **Summary of Assessment Results**

SLO 1: Comprehensive knowledge of the functional areas. Graduates shall possess an understanding of the theoretical foundations and quantitative tools of each functional area, as well as the ability to apply this knowledge to actual problems.

*Section:* 10 Fall 2013  
*Assessment Tool:* Exam Average  
*Target:* 90% earn “B” (83% grade) or better.  
*Result:* No data was provided by adjunct Paul Brooker.

4. **Proposed changes**

No changes are proposed at this time since there is no data.

5. **Plans for data collection and assessment activity next AY 2014-2015**

The following Student Learning Outcomes and/or General Education Outcomes will be assessed in AY 2014 – 2015:

SLO 2: Demonstrate effective and professional communication and collaborative skills, including effective use of information technology in business situations.

SLO 3: Demonstrate an understanding an analysis, formulation and implementation of strategy at the corporate or entrepreneurial level.

SLO: 5: Demonstrate awareness of economic, ethical and legal contexts of global business practice.

The full time faculty member in charge of oversight of this course will personally contact Mr. Brooker if he does not provide data to the Business Department Secretary if this course runs in AY 2014-15.

**MBA 600 - Quantitative Methods**

SLO# 1 – Comprehensive knowledge of the functional areas. Graduates shall possess an understanding of the theoretical foundations and quantitative tools of each functional area, as well as the ability to apply this knowledge to actual problems.
Course: MBA 600  
Assessment Tool: Exam Scores  
Target: 80% of students earn a “B” or better  
Results: 100% of the students earned a B or better

Analysis of the result: The target of 80% of the students having a “B” or better was met. A large percentage of students are meeting the benchmark for assessment criteria of SLO 1 in this MBA course. In this course for this term a 100% of the students reached the target.

MBA 640 - Accounting for Government

1. Listing of Student Learning and/or General Education Outcomes Assessed:
   The following student learning outcomes and/or general education outcomes were assessed in AY 2012-2013.
   
   SLO 1: (Related GESLO 5) Comprehensive knowledge of the functional areas. Graduates shall possess an understanding of the theoretical foundations and quantitative tools of each functional area, as well as the ability to apply this knowledge to actual problems.
   
   SLO 6: (Related GESLO 5) Social Responsibility. Graduates shall understand the ethical and legal responsibilities of organizations and society.
   
   Analysis: This course is an elective and offered only when sufficient enrollment develops for the course. This course has not run during the 2013-14 academic year.

   Target not evaluated.

2. Proposed changes

   Demonstrate commitment to growth and improvement: Our department met to discuss the assessment process for the department. The department agreed that the assessment tools utilized to determine program success must move from course based singular assignment to embedded several year assessment pieces that measure individual growth over their time at Alvernia University.

   Interest in the course will increase with the new 150 credit requirement for CPA test takers.