

MBA Institutional Effectiveness Report, 2009-2010

Department or Division: Langdale College of Business Administration

Degree Program: Master of Business Administration (MBA) Degree

Contact Person: Dr. Mel Schnake

Email: mschnake@valdosta.edu

Phone: 229-245-3822

Assessment Cycle (academic or calendar year): The MBA is a part-time evening program. We do assessments in every course, however, each course is offered only one time every other year. Therefore, we do assessments in two courses each regular semester and in only one course offered during the summer semester.

Mission (Consistent with VSU's mission, and identical to mission statement as published online and in the current VSU catalogs)

VSU's mission is to provide programs that meet the needs of the South Georgia Region. The Langdale College of Business Administration's MBA programs are part-time programs designed to aid students wishing to pursue an advanced business degree without interrupting their careers. All Langdale College MBA classes are taught by highly-qualified full-time faculty, and the programs are accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

The MBA program is designed to offer graduate business education that prepares graduates for management careers in both for-profit and not-for-profit organizations. The program integrates knowledge of the functional areas of business with ongoing developments in business practice. Furthermore, the program seeks to develop students' critical thinking, problem-solving, and communications skills, appreciation for diverse cultural perspectives, and ability to solve real-world business problems.

Expected Student Learning Outcomes (Identical with outcomes published online and in the current VSU catalogs)

MBA students will:

1. demonstrate competence in the business disciplines, using appropriate accounting, marketing, economics, quantitative methods, organizational behavior, finance, or production knowledge and tools to make a business decision in that functional area.
2. Be critical thinkers, using concepts from strategic management to integrate relevant information, decision-making techniques, and concepts from multiple business functions to make decisions in new or unpredictable environments.
3. Be effective communicators, using information technology and oral and written skills to enhance decision making through better communications.
4. Be proficient in making ethical and legal decisions, recognizing cultural differences in the legal and ethical implications of business decisions.
5. Be globally cognizant, identifying management issues in a global environment with disparate business views and culturally diverse customers and employees.
6. Be team players and leaders, demonstrating the team and leadership skills needed to make a business decision.

Assessments (include when and to whom these are administered, and align goals with specific assessments):

All assessments are administered to all students in each MBA class each semester (two in fall semester, two in spring semester, and one in summer semester). Thus, a full round of assessments requires two years to complete.

Learning Outcome 1 is assessed in every MBA course via embedded test questions.

Learning Goal #2: MBA students will be critical thinkers, using concepts from strategic management to integrate relevant information, decision making techniques, and concepts from multiple business functions to make decisions in new or unpredictable environments – Dr. Bob Williams in MBA 7900.

Learning Goal #3 – MBA Students will be effective communications using information technology and oral and written skills to enhance decision making through better communication.

Oral Communication – Dr. Sanjay Gupta in MBA 7030, Fall 2009

Oral Communication – Dr. Karin Roland in MBA7350, Fall 2010

Written Communication – Dr. Karin Roland in MBA 7350, Fall 2010

Learning Goal #4: MBA students will be proficient in making ethical and legal decisions, recognizing cultural differences in the legal and ethical implications of business decisions. – Dr. Andy Ostapsky in MBA 7700

Learning Goal #5: MBA students will be globally cognizant, identifying management issues in a global environment with disparate business views and culturally diverse customers and employees. – Dr. Andy Ostapsky in MBA 7750.

Learning Goal #6: MBA students will be team players and leaders, demonstrating the team and leadership skills needed to make a business decision.

Teamwork – Dr. Bob Williams in MBA 7900

Teamwork – Dr. Mel Schnake in MBA 7630

Leadership – Dr. Mel Schnake in MBA 7630

Fall 2009

MBA7660- Advanced Quantitative Methods

Learning Goal #1-4: MBA students will be able to collect relevant data, perform a quantitative analysis of the data, interpret results, and apply results to make business decisions.

Thirty-six questions were embedded in a total of seventy-seven questions on a cumulative final exam. Several specific components of this learning goal were addressed:

1. The student demonstrates the ability to discern relevant data from irrelevant data. 0% failed to meet expectations, 12.50% met expectations, and 87.50% far exceeded expectations.
2. The student is able to choose the appropriate quantitative tool to apply to the collected data. 8.33% failed to meet expectations, 62.50% met expectations, and 29.17% far exceed expectations.
3. The student is able to properly apply the chosen quantitative tool. 16.67% failed to meet expectations, 66.67% met expectations, and 16.67% far exceeded expectations.
4. The student is able to correctly interpret the results of his/her calculations. 16.67% failed to meet expectations, 62.50% met expectations, and 17.39% far exceeded expectations.
5. The student is able to apply the results of his/her analysis and interpretation of results to make the “correct” business decision. 12.50% failed to meet expectations, 41.67% met expectations, and 45.84% far exceeded expectations.

Changes as a Result of Assessment

The Instructor spends less time of Excel mechanics and more time on topical/conceptual coverage.

MBA7900 – Strategic Management

Learning Goal #1

Learning Goal #2: MBA students will be critical thinkers, using concepts from strategic management to integrate relevant information decision making techniques, and concepts from multiple business functions to make decisions in new or unpredictable environments.

The specific components of this learning goal which were assessed are:

1. The student will demonstrate basic knowledge about environmental factors impacting a firm and its industry. 0% failed to meet expectations, 81% met expectations, and 19% far exceeded expectations.
2. The student will demonstrate knowledge of sources of pertinent strategic and financial information about individual firms and their industries. 16% failed to meet expectations, 57% met expectations, and 27% far exceeded expectations.
3. The student will demonstrate the ability to satisfactorily conduct a SWOT analysis for a firm. 0% failed to meet expectations, 73% met expectations, and 27% far exceeded expectations.
4. The student will demonstrate the ability to reach a timely decision. 3% failed to meet expectations, 81% met expectations, and 16% far exceeded expectations.

Learning Goal 6: Students will be team players and leaders, demonstrating teamwork and leadership skills. As a team member, the student has contributed functional knowledge and skills to a process that generates a reasonable business decision.

1. The student shares information effectively with fellow team members. 0% failed to meet expectations, 84% met expectations, and 16% far exceeded expectations.
2. The students communicates effectively with fellow team members. 11% failed to meet expectations, 78% met expectations, and 11% far exceeded expectations.
3. The student is prepared for team meetings. 0% failed to meet expectations, 84% met expectations, and 16% met expectations.
4. The student provides his/her input in a timely manner so that the team was able to progress toward a decision with little or no delay. 6% failed to meet expectations, 81% met expectations, and 13% far exceeded expectations.