

2020-2021 Assessment Cycle

Assessment Plan

Mission Statement

- To provide management education of recognized high quality through an evening MBA program for current and future business professionals in the area. Our goal is to assure that our students have the knowledge and skills to enable them to succeed in general management and leadership roles and to contribute to the success of their organizations and of their local and regional economies.
- Specifically, Washburn MBA graduates will be able to identify, gather, and analyze relevant information, in order to make effective decisions and improve organizational processes.

Measures

MBA Outcome Set

PSLO 1

Outcome: Communication Skills

Communicate effectively both orally and in writing

▼ **Measure:** Communications
Program level Direct - Student Artifact

Details/Description:

Oral: Presentation in capstone course of the CapSim project.

Written : A written assignment associated with BU657 - Strategic Marketing Management.
Assessment is based on the following components:

1. Context of and Purpose for Writing
2. Content Development

- 3. Genre and Disciplinary Conventions
- 4. Sources and Evidence
- 5. Control of Syntax and Mechanics

All items are measured on a four point scale. Three and four qualify as meeting/exceeding expectations.

Acceptable Target:

At least 70% of students must meet expectations in each area of the rubric.

PSLO 2

Outcome: Analytical and Problem Solving Skills

Use analytical techniques to solve business problems

▼ **Measure:** CapSim - Analytical skills
Program level Direct - Student Artifact

Details/Description:

The CapSim simulation that is administered in the capstone course (BU659) measures students across two areas:

Analytical and/or Quantitative skills
Critical thinking and/or Decision making skills

Acceptable Target:

Students should be assessed at 70% or higher according to the simulation grading system.

PSLO 3

Outcome: Functional Knowledge

Demonstrate knowledge of fundamental principles in business disciplines and the ability to integrate knowledge across disciplines

▼ **Measure:** CapSim
Direct - Student Artifact

Details/Description: Accounting
Finance
Strategy
Marketing
Operations
HR

Acceptable Target: Students should score at the 70th percentile in each of the areas.

PSLO 4

Outcome: Global Perspective

Identify and explain the impact of globalization on the business environment

▼ **Measure:** MBA - MFT Additional Global Business questions
Program level Direct - Exam

Details/Description:

Acceptable Target: Students should answer 70% or more questions correctly.

PSLO 5

Outcome: Ethical Awareness

Identify ethical issues and responsibilities in business environments

▼ **Measure:** MBA - MFT Additional questions added to test business ethics
Program level Direct - Exam

Details/Description:

Acceptable Target: Students should answer at least 70% of questions correctly.

PSLO 6

Outcome: Teamwork and Interpersonal Skills

Work effectively in teams toward the achievement of a common goal

▼ **Measure:** CapSim project
Program level Direct - Other

Details/Description:

Assessed on basis of the CapSim team project and based on instructor observed criteria of:

Instructor Intervention
Communications mechanics
Cohesiveness
Frequency of team meetings

Acceptable Target:

Instructor Intervention - If needed, teams should eventually complete project with acceptable results.
Communications mechanics - Teams should all be graded as "good" or better
Cohesiveness - Teams should all be graded as "good" or better
Frequency of team meetings - Teams should meet a minimum of one time per week.

Analysis and Reporting Calendar

Data for each PSLO (1-6) is collected and reviewed every semester.

Stakeholder Involvement

Before the start of each fall semester the faculty who provide MBA course instruction meet as a group to review and discuss the previous year's program assessment report. Based on this discussion the program will be revised as necessary.

At the start of the fall and spring semesters entering MBA students participate in a mandatory orientation. Part of the orientation discusses the MBA mission and program goals. In addition, the means of assessment of the program goals is presented i.e. MBA-MFT and Reflective Essay (PSLO survey taken in BU 659, the closure class). Approximately every five (5) years the MBA program Director and MBA faculty survey and then meet with MBA alumni and employers of our MBA graduates to review the effectiveness of MBA our curriculum. When feasible we revise the curriculum as necessary.

Program Assessment Plan Review Cycle

The Program Assessment Plan is reviewed annually. Changes were made to the Assessment Plan in FY15.

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