

# MBA Assessment of Learning Report Fall 2014

## Assessment Results

**MBALG1.1.1:** Students of the MBA program will score at or above the national mean on the graduate IVY Software MBA Test.

**MBALG1.1.2:** Students of the MBA program will score at or above the national mean in each of the academic assessment measures on the graduate IVY Software MBA Test.

**Spring 2014, n=8**

IVY Test Results			
	Angelo State	All MBA	ACBSP
Financial Accounting	55%	62%	52%
Managerial Accounting	37%	55%	55%
Corporate Finance	49%	52%	52%
Management	59%	62%	62%
Marketing	53%	57%	57%
Strategy	46%	48%	48%
Overall	50%	56%	56%

**Fall 2013, n=10**

IVY Test Results			
	Angelo State	All MBA	ACBSP
Financial Accounting	70%	61%	62%
Managerial Accounting	66%	55%	54%
Corporate Finance	55%	52%	52%
Management	56%	61%	59%
Marketing	53%	56%	55%
Strategy	37%	48%	46%
Overall	56%	56%	55%

**Spring 2013, n=6**

IVY Test Results			
	Angelo State	All MBA	ACBSP
Financial Accounting	60%	59%	70%
Managerial Accounting	55%	53%	53%
Corporate Finance	51%	50%	66%
Management	53%	58%	64%
Marketing	47%	54%	66%
Strategy	55%	45%	45%
Overall	53%	53%	61%

Fall 2012, n=6

IVY Test Results			
	Angelo State	All MBA	ACBSP
Financial Accounting	57%	61%	75%
Managerial Accounting	56%	54%	58%
Corporate Finance	57%	50%	70%
Management	62%	58%	74%
Marketing	65%	56%	75%
Strategy	54%	46%	44%
Overall	58%	54%	66%

Results for these goals varied in the 2013-14 AY. In the fall, the goal was met to meet or exceed national averages, in the spring term, students fell slightly short of the goal.

There are several elements to consider in this case. First, many of the students who take the IVY exam (and the capstone strategy course in which the exam is offered) at ASU are in the masters-level accounting program and have little training through ASU MBA courses (the number of accounting students taking MBA courses will decline even more in the future due to curriculum changes in the accounting program). This may impact overall results. Also, with the move to a totally online MBA program pedagogy has changed and the faculty will need to determine if the IVY exam still meets the school's needs as an assessment measure.

**MBALG1.2.1: Students of the MBA Program will demonstrate the ability to develop, interpret, and apply research findings that relate to business and economic problems.**

Students in the MBA program all take BA 6303, Research Methods. In this course they work in groups completing research studies for various on-campus clients. Typically, when the students turn their "first-draft" final projects in, the work is not well done. In the spring of 2014, this continued to be the case; however, after coaching, the final project scores ranged from 85-93, with an individual mean of 87.36.

The student's group score on the major research project is not an ideal assessment device. Therefore, the MBA faculty will need to revisit this assessment technique in the future.

**MBALG1.2.2: Students of the MBA program will demonstrate the ability to work in collaboration with others on group projects**

This goal was assessed in MGT 6312, Operations Management, in spring 2014. Students assessed themselves and their peers on their group work. The following shows the average rating in each category.

	Contribution to Group	Problem Solving Skills	Works with Others	Time Management	Focus on Task	Research Techniques
Self-Rating Averages	3.42	3.42	3.58	3.33	3.67	3.00
Peer-Rating Averages	3.33	3.33	3.42	3.17	3.18	3.25

**MBALG1.3: Students of the MBA program will demonstrate the ability to be creative, critical thinkers with the ability to apply new technologies and concepts as appropriate in various business situations**

The assessment of this learning goal has been assigned to MIS 6313 (Management of Information Systems), but has not been regularly conducted due to changes in the curricula, changes in the faculty course assignment, and the transition to an online instructional mode. Assessment of this learning goal is embedded in the current course syllabus (Fall 2014) and data will be gathered and discussed in subsequent reports. The embedded assessment covers skills needed to select and use tools such as Skype, Google Drive and Hangouts, and Blackboard Collaborate for online collaborative work. The assessment goal is individual averages of 3.25 on a 4.0 scale for measures of tool selection criteria concepts and tool-using skills.

**MBALG2.1.1: Students of the MBA program will be required to demonstrate oral communication skills appropriate to business administration**

This assessment was planned for the BA 6303 course in spring 2014. However, since the MBA program has moved online, the project presentations are more ad hoc than they have been in the past. While the students did present their findings to their clients orally, typically only one or two students from each group handled the presentations. Therefore, rating the presentations for assessment purposes did not occur.

This learning goal will have to be revisited to determine its proper place in the MBA program.

**MBALG2.1.2: Students of the MBA program will be required to demonstrate written communication skills appropriate to business administration**

This learning outcome was assessed in MKT 6301, Marketing Management in the fall 2013 term. Student writing skills were assessed on an individual case assignment. Four traits were evaluated, each on a score of 0-4. Summary results are below.

<b>Trait</b>	<b>Average Score</b>
Accurately describes purpose and organizes paper appropriately	3.3/4.0
Demonstrates knowledge of topic with appropriate analysis	2.7/4.0
Tone and level of writing is appropriate	3.1/4.0
Minimal grammatical and spelling errors	3.5/4.0
Overall Score	12.5/16

Overall score of 12.5 / 16.0 equates to 78%. This is higher than the typical 75% goal set for many of our learning goals. However, these scores could be higher if students were coached more during the term on their skills.

**MBALG2.2: Students of the MBA program will demonstrate global perspectives appropriate to business administration**

Students' global perspectives are assessed through a multiple choice pre- and post-test of 25 questions. Average score on the pre-test in spring 2014 was 12.9/25, while the average score on the post-test was 19.6/25 (this is slightly lower than the post-test score in spring 2013 of 21.2).

**MBALG3.1: Students of the MBA program will demonstrate ethical reasoning and awareness appropriate to business administration**

No results for this learning goal were reported for AY 2013-14.

**MBALG3.2: Students of the MBA will understand and value individual differences and have the skills for working effectively in a diverse, changing world**

Student learning on diversity issues was assessed in the organizational behavior course with a research project. The average score on the project was 2.54/4.0.

**Commentary**

Now that the MBA program is up and running in a fully online mode, it is wise to revisit the learning goals and assessment activities. For instance, the learning goals could be much better aligned with those of the university and college. This would also simplify the goals and data collection. The faculty also needs to revisit the IVY exam and determine if it is truly meeting the program's needs. Lastly, a system needs to be in place so all learning goals can be measured the same way from year-to-year so consistent comparisons can be made.