MBA ASSESSMENT PLAN
2011-2013
San Diego State University
College of Business Administration

Mission Statement
The mission of the MBA degree program at SDSU is to provide innovative programs for graduate business students that offer opportunities to develop managerial skills through applied learning, research, and collaboration with alumni and the local business community. The MBA program reflects the international and entrepreneurial character of our region, offers a high level of customization, and provides opportunities for students and faculty to integrate their academic work with experience in the San Diego community.

Goals & Student Learning Outcomes

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

Student Learning Outcomes:
SLO #1.1: Apply concepts and decision models in financial accounting, statistics, organizational behavior, finance, economics, marketing, information management and operations management to make business decisions.

Content Delivered in Core or Theme Courses:
BA 650 – Financial Reporting and Analysis I
BA 651 – Organizational Behavior
BA 652 – Statistical Analysis
BA 653 – Managerial Economics
BA 655 – Marketing
BA 662 – Operations Management
BA 665 – Financial Management I

Indirect Assessment Method: Student surveys.

II. Ability to analyze environments in which managers make and implement business decisions.

Student Learning Outcomes:
SLO #2.1: Evaluate the impact that changes in the domestic and global economic environment have on the business climate.

Content Delivered in Core or Theme Courses:
BA 650 – Financial Reporting and Analysis I
BA 651 – Organizational Behavior
BA 652 – Statistical Analysis
BA 653 – Managerial Economics  
BA 655 – Marketing  
BA 662 – Operations Management  
BA 665 – Financial Management I

Assessment Method: Assurance of Learning Client Memo Assessment, administered in MBA culminating experience (BA 795).

Indirect Direct Assessment Method: Student surveys.

SLO #2.2: Analyze the implications that environmental factors have for the functional areas of organizations and organizational activities.

Content Delivered in Core or Theme Courses:
- BA 650 – Financial Reporting and Analysis I  
- BA 651 – Organizational Behavior  
- BA 652 – Statistical Analysis  
- BA 653 – Managerial Economics  
- BA 655 – Marketing  
- BA 662 – Operations Management  
- BA 665 – Financial Management I  
- IDS 688 – Information Systems in Organizations  
- IDS 691 – Decision Support Systems

Assessment Method: Assurance of Learning Client Case and Memo Assessment, administered in MBA culminating experience (BA 795).

SLO #2.3: Determine salient responsibilities (e.g., social, legal, ethical, sustainability) of organizations to all stakeholders.

Content Delivered in Core or Theme Courses:
- BA 650 – Financial Reporting and Analysis I  
- BA 653 – Managerial Economics  
- BA 655 – Marketing  
- BA 662 – Operations Management  
- BA 665 – Financial Management I  
- ACCTG 681 – Seminar in Regulatory and Management Controls  
- FIN 604 – Legal Environment for Executives  
- MGT 722 – Seminar in Business Ethics & Social Institutions  
- MGT 746 – Seminar in Corporate Governance

Assessment Method: Assurance of Learning Client Memo Assessment, administered in MBA culminating experience (BA 795).

Indirect Direct Assessment Method: Student surveys.
III. Formulate, communicate, and coordinate strategies to solve business problems and pursue opportunities.

Student Learning Outcomes:

SLO #3.1: Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.
- **Content Delivered in Core or Theme Courses:**
  - BA 650 – Financial Reporting and Analysis I
  - BA 653 – Managerial Economics
  - BA 655 – Marketing
  - BA 662 – Operations Management
  - BA 665 – Financial Management I
  - ACCTG 681 – Seminar in Regulatory and Mgt Controls
  - FIN 604 – Legal Environment for Executives
  - MGT 722 – Seminar in Business Ethics & Social Institutions
  - MGT 746 – Seminar in Corporate Governance
  - IDS 688 – Information Systems in Organizations
  - IDS 691 – Decision Support Systems

- **Assessment Method:** Assurance of Learning Client Memo and Case Assessment, administered in MBA culminating experience (BA 795).
- **Indirect Assessment Method:** MBA Culminating Experience Consulting Project client feedback.

SLO #3.2: Identify limits of models and determine associated risk.
- **Content Delivered in Core or Theme Courses:**
  - BA 653 – Managerial Economics
  - BA 662 – Operations Management
  - BA 665 – Financial Management I

- **Assessment Method:** Assurance of Learning Client Memo Assessment, administered in MBA culminating experience (BA 795).

SLO #3.3: Apply problem-solving techniques to address business objectives.
- **Content Delivered in Core or Theme Courses:**
  - BA 650 – Financial Reporting and Analysis I
  - BA 653 – Managerial Economics
  - BA 655 – Marketing
  - BA 662 – Operations Management
  - BA 665 – Financial Management I
  - ACCTG 681 – Seminar in Regulatory and Mgt Controls
  - FIN 604 – Legal Environment for Executives
  - MGT 722 – Seminar in Business Ethics & Social Institutions
  - MGT 746 – Seminar in Corporate Governance
  - IDS 688 – Information Systems in Organizations
IDS 691 – Decision Support Systems

**Assessment Method:** Assurance of Learning Client Memo Assessment, administered in MBA culminating experience (BA 795).

**Indirect Direct Assessment Method:** Faculty feedback in assessment sessions.

SLO #3.4: Recommend strategies to pursue opportunities.

**Content Delivered in Core or Theme Courses:**
- BA 655 – Marketing
- BA 662 – Operations Management
- BA 665 – Financial Management I

**Assessment Method:** Assurance of Learning Client Memo Assessment, administered in MBA culminating experience (BA 795).

**Indirect Direct Assessment Method:** MBA Consulting Project client feedback.

SLO #3.5: Exhibit leadership and collaborative skills in team-based tasks.

**Content Delivered in Core or Theme Courses:**
- BA 650 – Financial Reporting and Analysis I
- BA 651 – Organizational Behavior
- BA 652 – Statistical Analysis
- BA 653 – Managerial Economics
- BA 655 – Marketing

**Assessment Method:** SDSU Leadership and Collaboration Assessment, administered in MBA culminating experience (BA 795).

SLO #3.6: Write clear and effective business communications.

**Content Delivered in Core or Theme Courses:**
- BA 650 – Financial Reporting and Analysis I
- BA 651 – Organizational Behavior
- BA 652 – Statistical Analysis
- BA 653 – Managerial Economics
- BA 655 – Marketing
- BA 662 – Operations Management
- BA 665 – Financial Management I

**Assessment Method:** Assurance of Learning Client Memo Assessment, administered in MBA culminating experience (BA 795).

**Indirect Direct Assessment Method:** Faculty interviews.

SLO #3.7: Make professional oral presentations.

**Content Delivered in Core or Theme Courses:**
- BA 650 – Financial Reporting and Analysis I
- BA 651 – Organizational Behavior
- BA 652 – Statistical Analysis
- BA 653 – Managerial Economics
- BA 655 – Marketing
- BA 662 – Operations Management
Assessment Method: Evaluation of oral communication skills during MBA Consulting Project client presentation.

Indirect Direct Assessment Method: Faculty interviews.

Responsibility
The Graduate Committee, a standing committee in the College of Business Administration, is directly responsible for the curriculum and assessment of learning for this program. This committee, in consultation with the College of Business Program Assurance Committee, will submit data to WEAVE and prepare the annual assessment report required by university policy. Since the Graduate Committee is also responsible for curriculum, conclusions reached in the assessment of learning can to be incorporated into the curriculum or operations of the program by this committee.

Assessment Timeline

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<tr>
<th>Goal</th>
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<th>Previous Assessment Under Current Plan</th>
<th>Next Assessment</th>
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