

Assurance of Learning for the MBA Program

Assessment of the MBA goals is the responsibility of the CBA Graduate Committee but should be familiar to everyone in the college.

There are 4 goals that we expect each of our students to have mastered when they walk across that stage to pick up their MBA:

1. Essential Business Knowledge

(In short, we expect that our students can apply concepts and decision models in the various business sub-disciplines. These sub-disciplines are: Economics, Financial Accounting, Finance, Organizational Behavior, Operations Management, Marketing, and Statistics.)

- **How do we assess whether they have these skills?**

- We administer an exam in BA 795. It is a 49 item multiple choice test that covers 7 sub-topics in business. Three versions of the test are used to cover more topics.

2. Legal, ethical, and technological environment

(In short, we expect that our student can identify and critically analyze salient legal and ethical responsibilities of business issues and to analyze the impact that information technologies have on the functional areas of organizations.)

- **How do we assess whether they have these skills?**

- We administer an assessment instrument in BA 795 on topics related to this goal.

3. Economic and cultural environments

(In short, we expect that our students can evaluate the impact that changes in the domestic and global economic environment have on the business climate and identify similarities and differences among cultural environments that impact organizational activities.)

- **How do we assess whether they have these skills?**

- We administer an assessment instrument in BA 795 on topics related to this goal.

4. Formulate and communicate strategies to solve business problems and pursue opportunities.

(In short, we expect that our students can formulate and communicate strategies to solve business problems and pursue opportunities.)

- **How do we assess whether they have these skills?**

- At the end of BA 795, we ask them to write and present a Letter of Re-engagement for an extension of their group consulting project. The document is assessed using a rubric to evaluate the dimensions of forming strategies to solve business programs in new and unfamiliar circumstances. Rubrics are also used to evaluate their ability to make oral presentations and to write clear and effective reports.