Minutes: November 17th, 09:00am, Dean’s Conference Room

Members (in attendance):
Karen Ehrhart: MGT
Heather Honea: MKTG
Kuntara Pukthuanthong-Le: FIN
Gene Whittenburg: ACCTG
David Ely: Graduate Director

Item 1 MBA Assessment of Goal 1 and Goal 4

The Graduate Committee met to review and discuss the next assessment cycle for the MBA program. Committee members discussed the appropriate process and actions for the assessment of Goal 1 and Goal 4. Item 1.a-1.c address specifics related to this discussion.

GOAL 1. Develop the solid foundation in theoretical concepts and managerial skills needed to lead business organizations.

SLO 1.1: Apply theoretical concepts in accounting, statistics, organizational behavior, finance, economics, marketing, and operations to make business decisions.

Assessment instruments: Student and alumni surveys; Course exams and student reports

SLO 1.2: Employ methods of accounting, statistical data analysis, organizational behavior, finance, economics, marketing, and operations to support business decision making.

Assessment instruments: Student and alumni surveys; Course exams and student reports
GOAL 4. Acquire the capacity to formulate and communicate effective strategies to solve relevant business problems and pursue potential opportunities.

SLO 4.1: Analyze a challenging business problem through the integration of relevant disciplines and methods.

Assessment instrument: Capstone course: BA 795 – Business Consulting; Student and alumni surveys; Client surveys

SLO 4.2: Formulate effective strategies to solve relevant business problems and pursue potential opportunities. Communicate these strategies in a clear and concise manner.

Assessment instrument: Capstone Course: BA 795 – Business Consulting; Student and alumni surveys; Client surveys

Item 1.a Revision of MBA Goal 4

The committee tentatively agreed to add a third and fourth SLO to Goal 4. These SLOs would focus explicitly on written and verbal communication.

Item 1.b Assessment Process

Faculty will have flexibility on the cases and/or exams they use for assessment to avoid adjusting class activities. However, since the information will be used to demonstrate compliance with AACSB assurance of learning standards, they should select an individual case or exam as opposed to group case analysis. Members of the GC are available to assist faculty, especially part-time instructors, in the development of scoring rubrics. The data and cases will be digitally archived by the GC. Until the College of Business secures a centralized electronic repository this assessment data will be stored on the Blackboard server.

Item 2 MBA Self-Study

Note: The Graduate Committee met on November 3rd to prepare for the academic review that took place November 6th and November 7th. No committee notes were provided for this meeting as it was to prepare for the review that was taking place that week. During the meeting today Dave Ely reported on the preliminary recommendations of the academic review team. Members of the team suggested that the College should evaluate transforming the part-time MBA program to a self-support MBA program.

Adjournment: 10:40 am
Next meeting: Monday, December 1st, 9:00 am, Dean’s Conference Room
Heather Honea
For the College Graduate Committee