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| **Assurance of Student Learning**  **2020-2021** | |
| Gordon Ford College of Business | Master of Business Administration |
| 057 | |

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| **Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.** | | | |
| **Student Learning Outcome 1: The student will achieve competency in business discipline areas.** | | | |
| **Instrument 1** | **ETS Field Exam** | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.** | | **Met** | **Not Met** |
| **Student Learning Outcome 2: The student will achieve competency in oral communication.** | | | |
| **Instrument 1** | **Graded team presentations** | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.** | | **Met** | **Not Met** |
| **Student Learning Outcome 3: The student will achieve competency in written communication.** | | | |
| **Instrument 1** | **Graded Case Study Analysis Papers** | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.** | | **Met** | **Not Met** |
| **Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)** | | | |
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| **Student Learning Outcome 1** | | | | | | | |
| **Student Learning Outcome** | The student will achieve competency in the business discipline areas. | | | | | | |
| **Measurement Instrument 1** | **NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required.**  Students are required to complete the ETS Field Exam. (Nationally-normed business field test, direct measure). | | | | | | |
| **Criteria for Student Success** | Students are expected to perform at or above the 50th percentile on each testing area of the exam. | | | | | | |
| **Program Success Target for this Measurement** | | | 80% of students | | **Percent of Program Achieving Target** | 61% | |
| **Methods** | Students are required to complete the ETS Field Exam during the Capstone course, taken in the last semester of the program. Students for this period completed this text in a proctored environment, using a computer-based format. | | | | | | |
| **Measurement Instrument 2** |  | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | |  | | **Percent of Program Achieving Target** | |  | |
| **Methods** |  | | | | | | |
| **Measurement Instrument 3** |  | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | |  | | **Percent of Program Achieving Target** | |  | |
| **Methods** |  | | | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.** | | | | | | **Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) | | | | | | | |
| The Exam results indicated need for a curriculum review for Accounting and Finance courses. We analyzed the specific questions/content on the exam for alignment with our curriculum. The WKU MBA Faculty team will work to integrate concepts not covered for integration. | | | | | | | |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) | | | | | | | |
| Results will be compared to Summer 2021 ETS results to gage improvement in these areas. | | | | | | | |

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| **Student Learning Outcome 2** | | | | | | | |
| **Student Learning Outcome** | **The student will achieve competency in oral communication.** | | | | | | |
| **Measurement Instrument 1** | **NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required.** | | | | | | |
| **Criteria for Student Success** | Students will successfully complete a professional business presentation, demonstrating appropriate oral communication techniques (preparedness, voice quality, polished body language) supported with high quality visual aids. | | | | | | |
| **Program Success Target for this Measurement** | | | Score of 80% or better | | **Percent of Program Achieving Target** | 100% | |
| **Methods** | **Students are required to work in teams, complete a team assignment, and make a formal presentation for evaluation.** | | | | | | |
| **Measurement Instrument 2** |  | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | |  | | **Percent of Program Achieving Target** | |  | |
| **Methods** |  | | | | | | |
| **Measurement Instrument 3** |  | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | |  | | **Percent of Program Achieving Target** | |  | |
| **Methods** |  | | | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.** | | | | | | **Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) | | | | | | | |
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| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) | | | | | | | |
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| **Student Learning Outcome 3** | | | | | | | |
| **Student Learning Outcome** | **The student will achieve competency in written communication.** | | | | | | |
| **Measurement Instrument 1** | **NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required.** | | | | | | |
| **Criteria for Student Success** | Students case analysis papers. | | | | | | |
| **Program Success Target for this Measurement** | | | Students will demonstrate written communication competency by scoring 80% on case analysis papers in BA 590 Strategy course. | | **Percent of Program Achieving Target** | 80% | |
| **Methods** | Students prepare a case analysis paper on an assigned topic. To successfully complete the assignment, the student must research and analyze the topic and prepare a cohesive written analysis. Evaluation of the assignment includes structure, content, and documentation. | | | | | | |
| **Measurement Instrument 2** |  | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | |  | | **Percent of Program Achieving Target** | |  | |
| **Methods** |  | | | | | | |
| **Measurement Instrument 3** |  | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | |  | | **Percent of Program Achieving Target** | |  | |
| **Methods** |  | | | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.** | | | | | | **Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) | | | | | | | |
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| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) | | | | | | | |
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