

Figure 4.2—Measurement and Analysis of Student Learning and Performance
Table II. Summary of Student Assessment Results for the MBA Degree

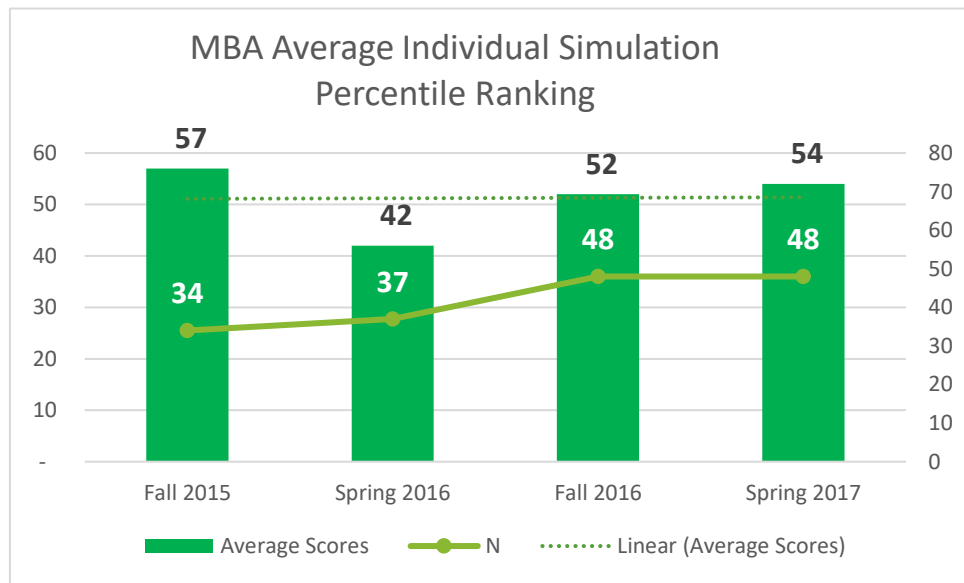
MBA Student Learning Outcome 1: MBA students demonstrate a level of mastery of business knowledge and skills.

Performance Measures & Criteria

1a. This is an external, summative assessment measured by the average individual scores earned in the team simulation. Students in BUS 553 complete the Global Business Strategy Simulation Game, development by Glo-Bus. Students take on roles of board members that direct their firms in the industry. Scores earned are internationally normalized and reported as percentile rankings.

Criterion Students are expected to achieve an average of at least 50%.

Results 1a.



MBA Average Individual Simulation Score trend is positive with a standard deviation of 5.63.

Analysis of Results In four of the last five semesters, average student performance exceeds the criterion of 50%. The trend is positive, but scores fall in Spring 2016, and increase in the next two semesters.

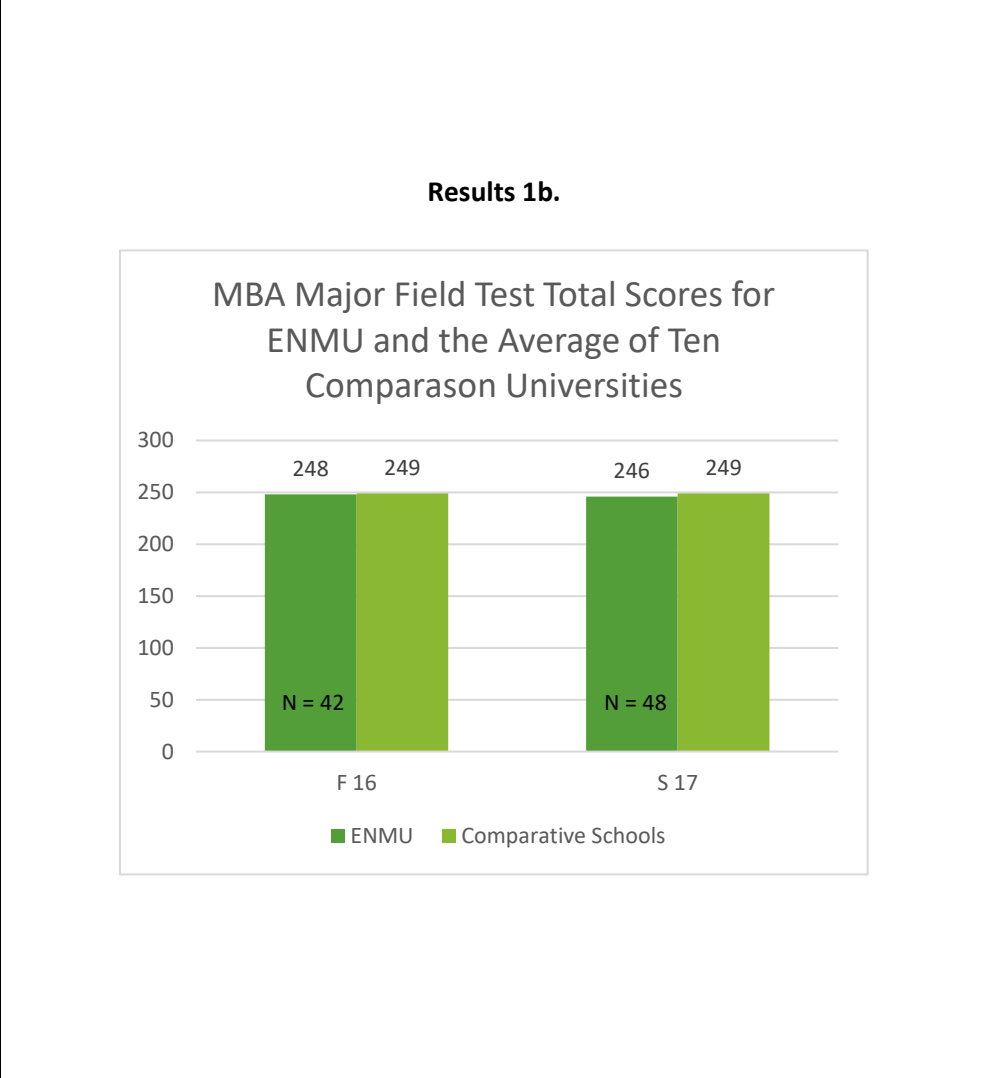
Action(s) Taken Overall, student performance is improving, indicating that this is a useful learning activity.

The following assessments are measured by scores on the MBA Major Field Test (MFT) earned by MBA students at ENMU enrolled in the capstone course BUS 553. Since the MBA-MFT has only been administered in two semesters, it is too soon to identify a trend. The scores are included here for preliminary analysis and cannot be used as a basis for decisions These ENMU average student scores are compared to those of ten institutions that are similar to ENMU and that administered the same ETS exams during 2016-2017. These institutions include: Adams State University (CO), Alcorn State University (MS), Angelo State University (TX), Colorado State University—Pueblo (CO), Lamar University (TX), Middle Tennessee State University (TN), Midwestern State University (TX), Pittsburg State University (KS), Prairie View A&M University (TX), Rogers State University (OK).

Performance Measures & Criteria

1b. This is an external, summative, direct assessment measured by the scores earned on the MBA Major Field Test. Total scores range from 220 – 300. Comparisons of these scores are made to the average of MBA students in ten similar universities

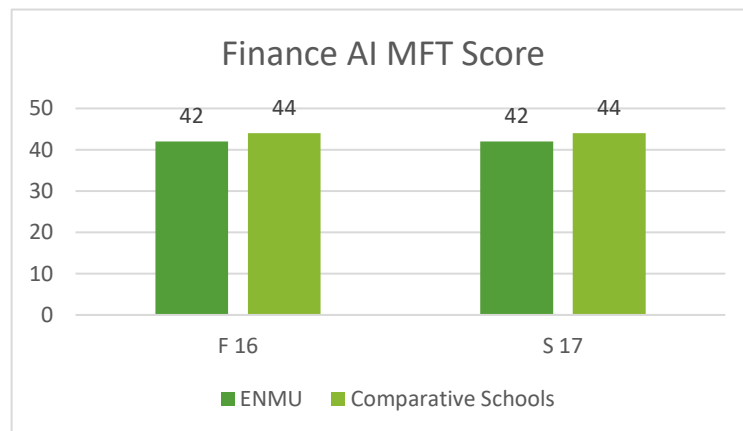
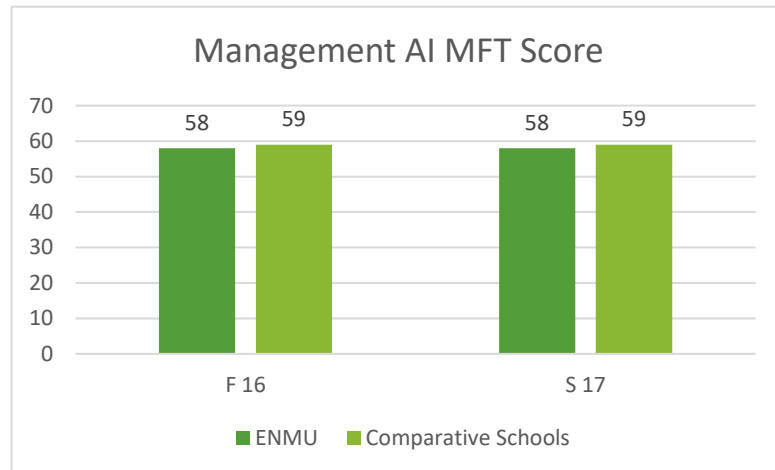
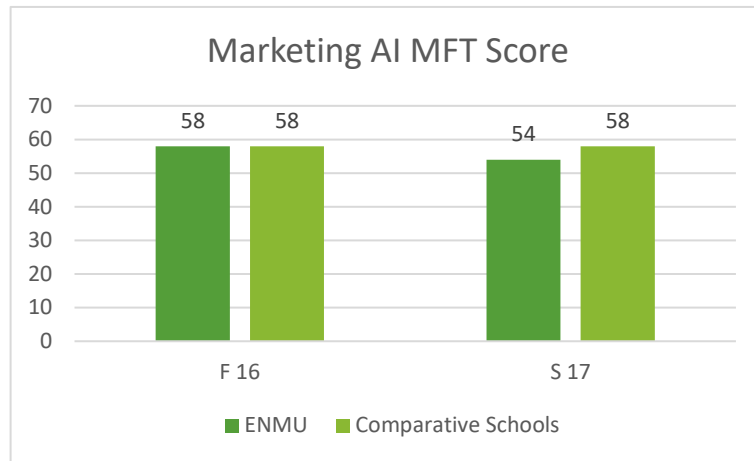
Criterion Students are expected to achieve an average to score that is within 10% of the comparison group average score.



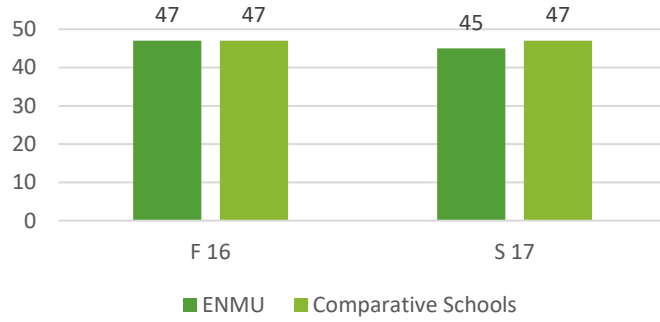
1c. This is an external, summative, direct assessment measured by total scores earned on the MBA MFT Assessment Indicators (AI) for specific sub-fields. Comparisons of these scores are made to the average of MBA students in ten similar universities

Criterion Students are expected to achieve an average to score that is within 10% of the comparison group average score.

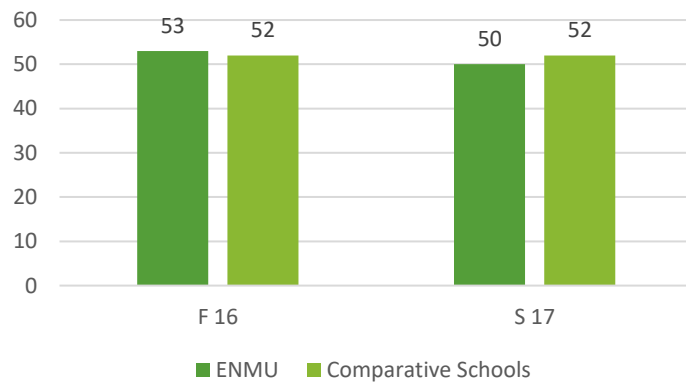
Results 1c.



Accounting AI MFT Score



Strategic Integration AI MFT Score

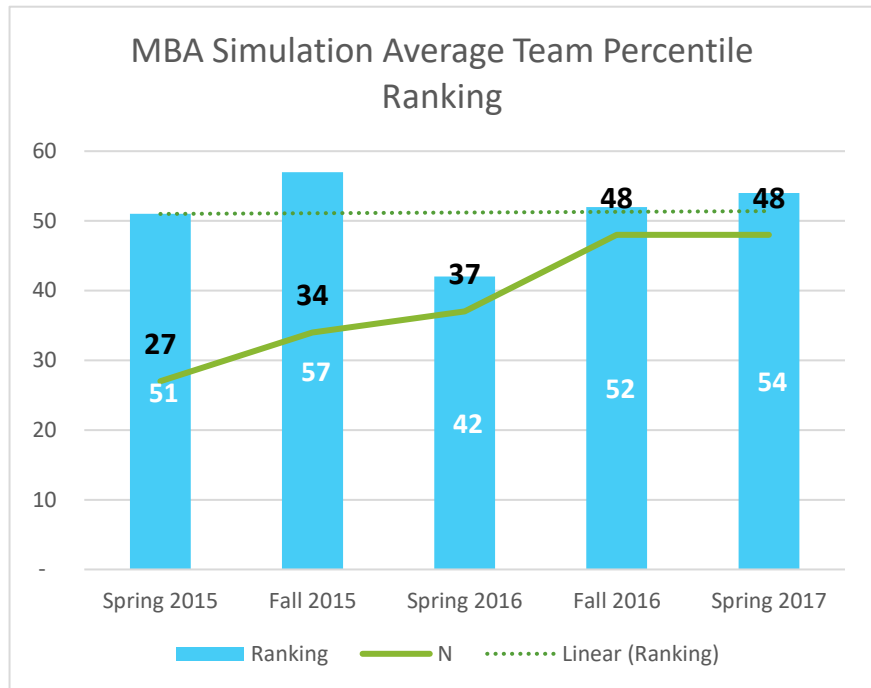


MBA Student Learning Outcome 2: MBA students demonstrate the ability to integrate the knowledge and skills derived from the different functional areas of business administration.

Performance Measures & Criteria

2. This is an external, summative assessment in which student learning is measured by average team performance on the business simulation. The results are internationally normed Team Percentile Rankings.

Results 2.



Team Simulation percentile-ranking trend is **Positive** with a standard deviation of **5.04**.

Analysis of Results In four of the last five semesters, average student performance exceeds the criterion of 50%. The trend is positive, but scores fall in Spring 2016, and increase in the next two semesters.

Action(s) Taken Overall, student performance is improving, indicating that this is a useful learning activity.

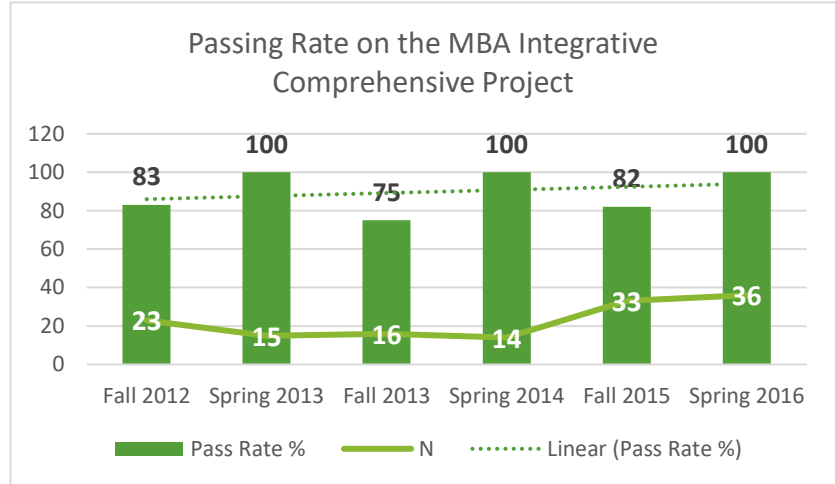
MBA Student Learning Outcome 3: MBA students demonstrate the ability to apply analytical skills and business knowledge in the interpretation of business information and data.

Performance Measures & Criteria

3a. This is an internal, summative, direct assessment which measures the passing rate for students writing an extensive analysis of the business simulation: the MBA Integrative Comprehensive Project.

Criterion At least 70% of students completing the written project are expected to pass.

Results 3a.



MBA Passing Rate trend is **Positive** with a standard deviation of **10.31**.

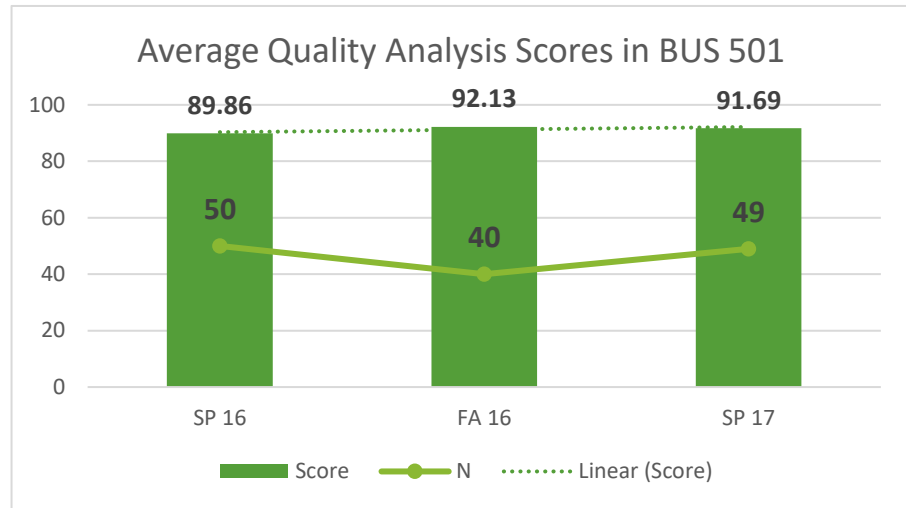
Analysis of Results The criterion was met every semester during the three years in which this assessment was used.

Action(s) Taken Passing rates have a positive trend. Enrollments increased substantially in Fall 2015 and Spring 2016 and passing rates continued to improve. The COB Graduate Council decided to stop using this assessment and to replace it with formative assessments from courses taken before the capstone course.

3b. This is an internal, formative assessment measured by MBA student average scores earned on a Quality Analysis written project assigned in BUS 501—Law, Ethics and Social Responsibility.

Criterion Students are expected to earn an average score of at least 80%.

Results 3b.



Average Quality Analysis Scores trend is **Positive** with a standard deviation of **0.98**.

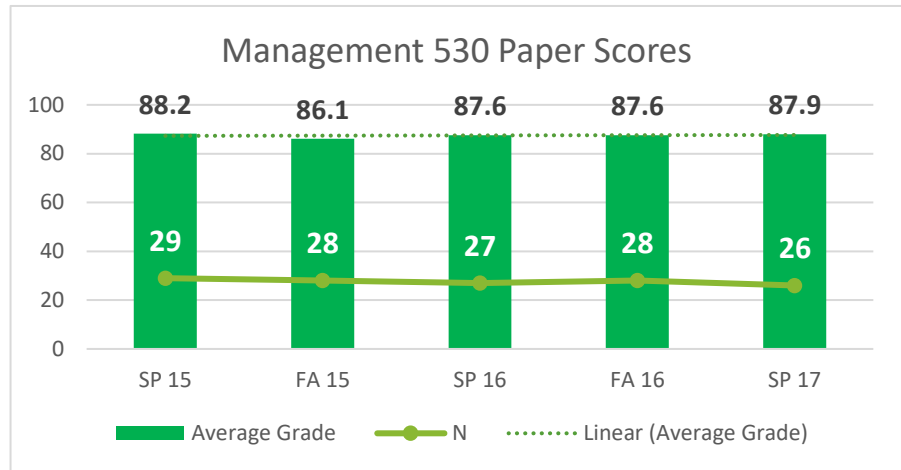
Analysis of Results Average student performance met the criterion in each of the last three semesters. The trend is relatively flat, with a small standard deviation, but is positive and shows continuous improvement.

Action(s) Taken No action is required at this time. The COB Graduate Council will review assessment results that include Fall 2017 and Spring 2019 during the Graduate Catalog review process in Fall 2019.

3c. This is an internal, formative assessment measured by MBA student average scores earned on a written project assigned in MGT 530—Law, Ethics and Social Responsibility.

Criterion Students are expected to earn an average score of at least 80%.

Results 3c.



Management 530 Paper Scores trend is **Positive** with a standard deviation of **0.72**.

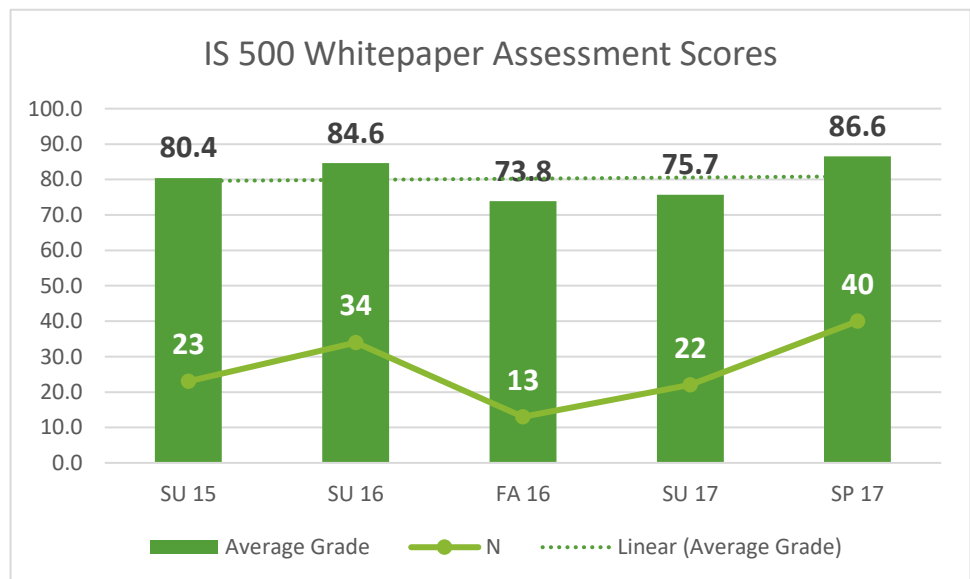
Analysis of Results Average scores on this written assignment have been level over the past five semesters. The trend is positive, but with a very low standard deviation.

Action(s) Taken Since the criterion has been met every semester, this appears to be an effective teaching activity.

3d. This is an internal, formative assessment measured by MBA student average scores earned on a written project assigned in IS 500—Information Systems for Managers.

Criterion Students are expected to earn an average score of at least 80%.

Results 3d.



Information Systems 500 Whitepaper Assessment Scores trend is **Positive** with a standard deviation of **4.92**.

Analysis of Results Average scores on this written assessment have improved overall during the last five semesters, evidenced by the positive trend.

Action(s) Taken Since the criterion was met in three of the last five semesters, no changes will be made at this time.

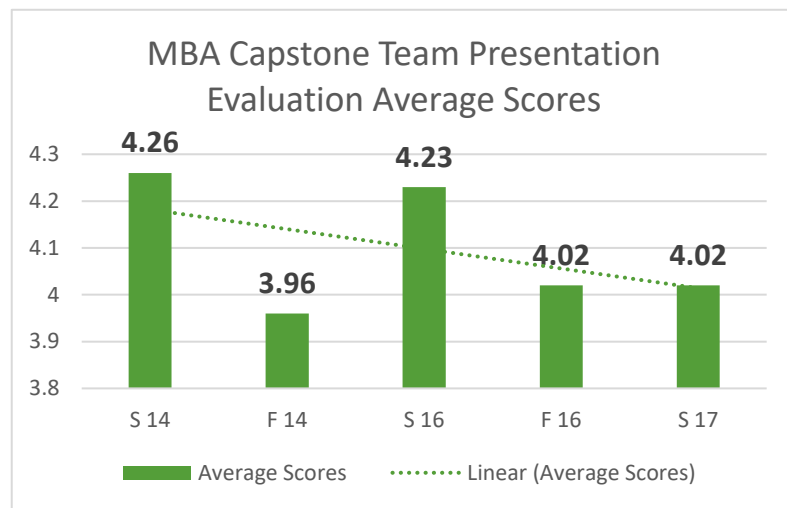
MBA Student Learning Outcome 4: MBA students demonstrate a level of mastery in the written presentation of information as well as in the oral presentation of information.

Performance Measures & Criteria

4. This is an internal, formative, direct assessment measured by average scores earned through team presentations for their results of the simulation in the capstone course. Faculty use a rubric to evaluate these presentations.

Criterion Teams are expected to achieve an average to score of at least 4.0 (80%).

Results 4.



Evaluation Average Scores trend is **Negative** with a standard deviation of **0.12**.

Analysis of Results Over the past five semesters, team presentations were relatively level since the standard deviation on the trend is so small. The criterion was met in four of five semesters. The one semester below the criterion contributes to the negative trend, but it is still within the standard deviation.

Action(s) Taken This is a useful activity that serves as an ending point for the MBA as students present their work to the entire COB faculty. It includes a question and answer session that is quite lively. No changes are suggested at this point.

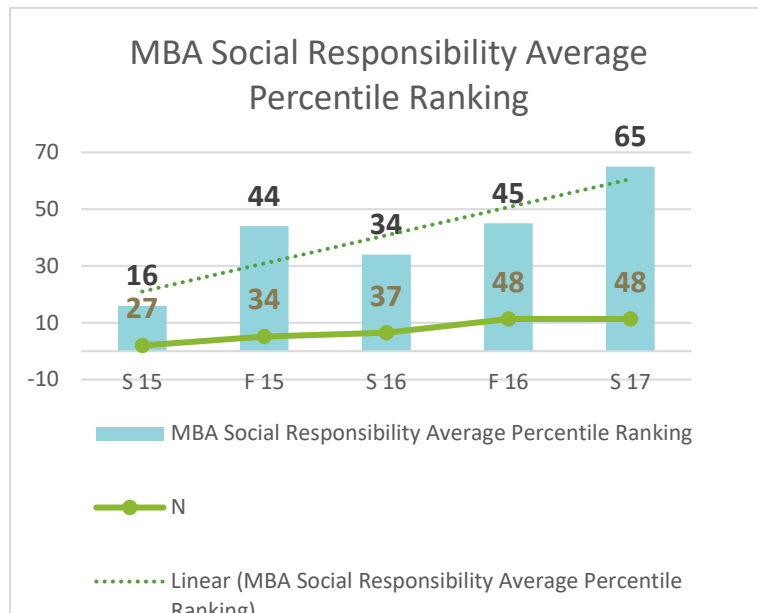
MBA Student Learning Outcome 5: MBA students demonstrate the ability to recognize ethical situations and ethical norms and values in business and the ability to apply ethical decision-making tools appropriate for a business professional.

Performance Measures & Criteria

5. This is an external, summative, assessment measured with separate, internationally-normed team percentile rankings from the simulation that measure corporate social responsibility. This area is defined by Glo-Bus as, "Assessment of a group's awareness of and commitment to operating the company in a socially responsible manner and being a 'model corporate citizen'."

Criterion Students are expected to achieve at a least a 50th percentile ranking.

Results 5.



Average Percentile Ranking trend is **Positive** with a standard deviation of **15.15**.

Analysis of Results The criterion was met in only one of the last five semesters. Trend is positive, with a relatively large standard deviation, indicating improvement over time.

Action(s) Taken Since the last semester of the series has the highest average percentile ranking and the highest number of students who completed the simulation, no changes are suggested at this time.