

**College of Business
Eastern New Mexico University
COB Assessment Report 2013-2014**

BBA Program Learning Outcomes Results

Learning Outcome 1: All BBA students demonstrate a level of mastery of foundational and core business knowledge and skills.		Gen Ed. Competency? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Competency Number _____
Measures	Performance Criteria	Timeline / Population
<p>1a. Overall average team percentile ranking on the Team Simulation for business students (nationally normalized scores).</p> <p>1b. “Mean percent correct” for each sub-field indicator on the Major Field Test for business students (nationally normalized scores).</p> <p>1c. COB courses support the knowledge and skill content listed in the BBA Matrix of Course Content.</p> <p>1d. Focused questions on the undergraduate <i>Alumni and Employer Surveys</i> to be developed.</p>	<p>1a. The Team Simulation class average percentile is above the 50th percentile.</p> <p>1b. The “mean percent correct” on all MFT’s sub-field indicators for the academic year are to show consistency and stability over time.</p> <p>1c. The Assessment Coordinator confirms with each discipline team that there is a 100% match between the content of current courses and the BBA Matrix of Course Content.</p> <p>1d. Relevant items will be statistically equal or statistically higher than all institutions surveyed.</p>	<p>1a. All business students participate in the Team Simulation as part of the BUS 453 capstone course (fall and spring only).</p> <p>1b. All BBA students take the MFT as part of the BUS 453 capstone course (fall and spring only).</p> <p>1c. Evidence provided by COB instructors at the end of academic year.</p> <p>1d. All business undergraduate alumni who participate in the most recent survey.</p>
Outcome(s)	Action(s) Taken	Timeline for Action(s)
<p>1a. The Team Simulation class average percentile was at the 45th percentile for Fall 2013. No data was available for Spring 2014.</p> <p>1b. As presented in Appendix H, the “mean percent correct” on all MFT’s sub-field indicators for the academic year fell lower</p>	<p>1a. During AY 2012-13 the prerequisite for BUS 453 was changed from BUS 330, FIN 315, and MGT 313 to BUS 330, FIN 315, and MKT 425 in order to better align prerequisites with the capstone simulation. In addition there has been a turnover of faculty responsible for this course.</p> <p>1b. The results will continue to be monitored. Changes made to the curriculum in AY 2012-2013 are not yet reflected in the results. There was a significant turnover of faculty AY 2013-2014 which may have impacted results.</p> <p>1c. The BBA Matrix of Course Content will be</p>	<p>1a. The new prerequisites were put in place In fall 2013 with the publication of the 2013-15 Undergraduate Catalog and will not be fully reflected in the assessment activities until AY 2015-2016.</p> <p>1b. Not applicable.</p> <p>1c. The BBA Matrix of Course Content</p>

<p>from the previous years and was below the 50th percentile.</p> <p>1c. The Assessment Coordinator confirmed through meetings with each discipline team that the content listed in the Matrix was being covered in the respective course.</p> <p>1d. The very first survey of BBA alumni was conducted in AY 2012-2013 and was not administered in 2013-2014. Therefore, the results are not longitudinal. In addition, the associated Employer survey did not have enough participants to be relevant. However, the results of the initial survey showed that the respondents were as satisfied with their learning and abilities compared to all other institutions. The only exception was knowledge of international business.</p>	<p>updated every year.</p> <p>1d. No action was necessary.</p>	<p>will be updated every year.</p> <p>1d. Another undergraduate alumni survey will be conducted in the future to provide longitudinal data.</p>
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<p>Learning Outcome 2: All BBA students demonstrate the ability to integrate the knowledge and skills derived from the different functional areas of business administration.</p>		<p>Gen Ed. Competency? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Competency Number _____</p>
<p style="text-align: center;">Measures</p> <p>2a. Distribution of team scores on the “Capstone Team Presentation Evaluation” rubric for <i>Section A</i> (see Appendix B for the Presentation Rubric).</p> <p>2b. Overall average team percentile ranking on the Team Simulation for business students (nationally normalized scores).</p>	<p style="text-align: center;">Performance Criteria</p> <p>2a. At least 70% of the distribution of team scores in <i>Section A</i> of the “Capstone Team Presentation Evaluation” rubric is between a 3 and a 5 on a 1 to 5 scale with 5 being the highest score.</p> <p>2b. The Team Simulation class average percentile is above the 50th percentile.</p> <p>2c. The Assessment Coordinator confirms with each discipline team that there is a 100%</p>	<p style="text-align: center;">Timeline / Population</p> <p>2a. All business students participate in Capstone Team Presentation as part of the BUS 453 capstone course (fall and spring only).</p> <p>2b. All business students participate in the Team Simulation as part of the BUS 453 capstone course (fall and spring only).</p> <p>2c. Evidence provided by COB instructors at the end of academic year.</p>

<p>2c. COB courses support the knowledge and skill content listed in the BBA Matrix of Course Content.</p> <p>2d. Focused questions on the undergraduate <i>Alumni and Employer Surveys</i> to be developed.</p>	<p>match between the content of current courses and the BBA Matrix of Course Content.</p> <p>2d. Relevant items will be statistically equal or statistically higher than all institutions surveyed.</p>	<p>2d. All business undergraduate alumni who participate in the most recent survey.</p>
<p style="text-align: center;">Outcome(s)</p> <p>2a. The total distribution of team scores at or above 3 on the capstone presentation evaluation form were at 89% which exceeds the performance criteria of at least 70% at or above a 3 (see Appendix B for the Presentation Rubric).</p> <p>2b. The Team Simulation class average percentile was at the 45th percentile for Fall 2013. No data was available for Spring 2014.</p> <p>2c. The Assessment Coordinator confirmed through meetings with each discipline team that the content listed in the Matrix was being covered in the respective course.</p> <p>2d. The initial survey of BBA alumni was conducted 2012-2013.</p>	<p style="text-align: center;">Action(s) Taken</p> <p>2a. During AY 2012-13 the prerequisite for BUS 453 was changed from BUS 330, FIN 315, and MGT 313 to BUS 330, FIN 315, and MKT 425 in order to better align prerequisites with the capstone simulation.</p> <p>2b. During AY 2012-13 the prerequisite for BUS 453 was changed from BUS 330, FIN 315, and MGT 313 to BUS 330, FIN 315, and MKT 425 in order to better align prerequisites with the capstone simulation. In addition, there has been a turnover of faculty responsible for this course.</p> <p>2c. The BBA Matrix of Course Content will be updated every year.</p> <p>2d. No action was necessary.</p>	<p style="text-align: center;">Timeline for Action(s)</p> <p>2a. The new prerequisites were put in place in fall 2013 with the publication of the 2013-15 Undergraduate Catalog.</p> <p>2b. Not applicable.</p> <p>2c. The BBA Matrix of Course Content will be updated at the end of each spring semester.</p> <p>2d. Another undergraduate alumni survey will be conducted in two or three years which will begin our longitudinal data.</p>

Learning Outcome 3: All BBA students demonstrate the ability to apply analytical skills and business knowledge in the interpretation of business information and data.		Gen Ed. Competency? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Competency Number ____
Measures	Performance Criteria	Timeline / Population
<p>3a. Overall average team percentile ranking on the Team Simulation for business students (nationally normalized scores).</p> <p>3b. COB courses support the knowledge and skill content listed in the BBA Matrix of Course Content.</p> <p>3c. Focused questions on the undergraduate <i>Alumni and Employer Surveys</i> to be developed.</p>	<p>3a. The Team Simulation class average percentile is above the 50th percentile.</p> <p>3b. The Assessment Coordinator confirms with each discipline team that there is a 100% match between the content of current courses and the BBA Matrix of Course Content.</p> <p>3c. Relevant items will be statistically equal or statistically higher than all institutions surveyed.</p>	<p>3a. All business students take participate in the Team Simulation as part of the BUS 453 capstone course (fall and spring only).</p> <p>3b. Evidence provided by COB instructors at the end of academic year.</p> <p>3c. All business undergraduate alumni who participate in the most recent survey.</p>
Outcome(s)	Action(s) Taken	Timeline for Action(s)
<p>3a. The Team Simulation class average percentile was at the 45th percentile for Fall 2013. No data was available for Spring 2014.</p> <p>3b. The Assessment Coordinator confirmed through meetings with each discipline team that the content listed in the Matrix was being covered in the respective course.</p> <p>3c. The very first survey of BBA alumni was conducted 2012-2013. The respondents' were as satisfied with their</p>	<p>3a. During AY 2012-13 the prerequisite for BUS 453 was changed from BUS 330, FIN 315, and MGT 313 to BUS 330, FIN 315, and MKT 425 in order to better align prerequisites with the capstone simulation. In addition, there has been a turnover of faculty responsible for this course.</p> <p>3b. The BBA Matrix of Course Content will be updated every year.</p> <p>3c. No action was necessary.</p>	<p>3a. Not applicable.</p> <p>3b. The BBA Matrix of Course Content will be updated by the end of spring semester each year.</p> <p>3c. Another undergraduate alumni survey will be conducted in two or three years which will begin our longitudinal data.</p>

<p>learning and abilities compared to all other institutions. The only exception was knowledge of international business. Note that the results are not longitudinal.</p>		
<p>Learning Outcome 4: All BBA students demonstrate a level of mastery in the written presentation of information as well as in the oral presentation of information.</p>		<p>Gen Ed. Competency? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Competency Number _____</p>
<p style="text-align: center;">Measures</p> <p>4a. Distribution of team scores on the “Capstone Team Presentation Evaluation” rubric for <i>Section B</i> (see Appendix B for the Presentation Rubric).</p> <p>4b. Distribution of team scores on the “Capstone Team Written Report Evaluation” rubric (see Appendix C for the Report Rubric).</p> <p>4c. All COB courses support the <u>skill</u> content listed in the BBA Matrix of Course Content.</p> <p>4d. COB courses that require an in-class presentation (group or individual) can select to utilize a standardized presentation rubric (see Appendix D for the Presentation Rubric).</p>	<p style="text-align: center;">Performance Criteria</p> <p>4a. At least 70% of team scores in <i>Section B</i> of the “Capstone Team Presentation Evaluation” rubric are between a 3 and a 5 on a 1 to 5 scale with 5 being the highest score.</p> <p>4b. At least 70% of team scores in the “Capstone Team Written Report Evaluation” rubric are between a 3 and a 5 on a 1 to 5 scale with 5 being the highest score.</p> <p>4c. The Assessment Coordinator confirms with each discipline team that there is a 100% match between the content of current courses and the <u>skill</u> content listed in the BBA Matrix of Course Content.</p> <p>4d. At least 70% of class scores in the presentation rubric are between a 3 and a 5 on a 1 to 5 scale with 5 being the highest score.</p>	<p style="text-align: center;">Timeline / Population</p> <p>4a. All business students participate in Capstone Team Presentation as part of the BUS 453 capstone course (fall and spring only).</p> <p>4b. All business students write a simulation report as part of the BUS 453 capstone course (fall and spring only).</p> <p>4c. Evidence provided by COB instructors at the end of academic year.</p> <p>4d. Any COB course during the academic year.</p>
<p style="text-align: center;">Outcome(s)</p> <p>4a. The total distribution of team scores at or above 3 on the capstone presentation evaluation form were at 89% which exceeds the</p>	<p style="text-align: center;">Action(s) Taken</p> <p>4a. During AY 2012-13 the prerequisite for BUS 453 was changed from BUS 330, FIN 315, and MGT 313 to BUS 330, FIN 315, and MKT 425 in order to better align prerequisites with the capstone simulation.</p>	<p style="text-align: center;">Timeline for Action(s)</p> <p>4a. The new prerequisites were put in place In fall 2013 with the publication of the 2013-15 Undergraduate Catalog.</p>

<p>performance criteria of at least 70% at or above a 3 (see Appendix B for the Presentation Rubric).</p> <p>4b. No data were received for the AY 2013-2014.</p> <p>4c. The Assessment Coordinator confirmed through meetings with each discipline team that the skill content listed in the Matrix was being covered in the respective course.</p> <p>4d. At least 4 courses in the BBA program required an in-class presentation last year. The four courses were: ACCT 400; BUS 453; FIN 315 and 317. The standardized presentation rubric was only utilized in BUS 453.</p>	<p>4b. Need to have instructor complete report evaluations.</p> <p>4c. The BBA Matrix of Course Content will be updated every year.</p> <p>4d. No action has been taken at this point as the faculty members have not considered how to resolve this problem.</p>	<p>4b. Evaluate data in AY 2014-2015.</p> <p>4c. The BBA Matrix of Course Content will be updated by the end of spring semester every year.</p> <p>4d. This issue needs to be addressed.</p>
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Learning Outcome 5: All BBA students demonstrate knowledge of current business events, of world cultures, and of global economics.		Gen Ed. Competency? <input checked="" type="checkbox"/> No ___ Yes Competency Number ____
Measures	Performance Criteria	Timeline / Population
<p>5a. “Mean percent correct” only on the <i>International</i> sub-field indicator on the Major Field Test for business students (nationally normalized scores).</p> <p>5b. Participation at symposiums, or guest speaker events, on topics in current business events, world cultures, or global economics.</p> <p>5c. A portion of COB courses require and utilize news periodicals as part of their course reading materials.</p>	<p>5a. The <i>International</i> “mean percent correct” score for each academic year is to show consistency and stability over time.</p> <p>5b. At least 10% of business majors participate at any one event during the academic year.</p> <p>5c. At least 10% of COB courses require and utilize news periodicals during the academic year.</p>	<p>5a. All BBA students take the MFT as part of the BUS 453 capstone course (fall and spring only).</p> <p>5b. All BBA students are invited to attend symposiums or guest speaker events during the academic year.</p> <p>5c. Evidence provided by COB instructors at the end of academic year.</p>
Outcome(s)	Action(s) Taken	Timeline for Action(s)
<p>5a. As presented in Appendix H, the “mean percent correct” on the <i>International</i> sub-field indicator for the academic year still does demonstrate consistency and stability over time.</p> <p>5b. Records that were provided show that students participated in the following events: many of our students attended the ENMU Student Research Conference as well as 4 International Speaker Series events.</p> <p>5c. As far as could be discovered, none of the COB courses required or utilized news periodicals last year.</p>	<p>5a. No action was necessary.</p> <p>5b. The Assessment, Retention, and Completion Committee needs to review this measure and provide recommendations.</p> <p>5c. The Assessment, Retention, and Completion Committee needs to review this measure and provide recommendations.</p>	<p>5a. Not applicable.</p> <p>5b. AY 2014-2015.</p> <p>5c. AY 2014-2015.</p>
Learning Outcome 6: All BBA students demonstrate a certain level of confidence, pride, and aspiration with their choice of a business career.		Gen Ed. Competency? <input checked="" type="checkbox"/> No ___ Yes Competency Number ____
Measures	Performance Criteria	Timeline / Population
<p>6a. Participation in a business related event either: (a) on campus such as with the Career Center; (b) in a professional setting such as an internship; or (c) with a COB alumni.</p> <p>6b. Focused questions on the undergraduate <i>Alumni and Employer Surveys</i> to be developed.</p>	<p>6a. At least 10% of business majors participate at any one event during the academic year.</p> <p>6b. Relevant items will be statistically equal or statistically higher than all institutions surveyed.</p>	<p>6a. All BBA students are encouraged to participate in events during the academic year.</p> <p>6b. All business undergraduate alumni who participate in the most recent survey.</p>

Outcome(s)	Action(s) Taken	Timeline for Action(s)
<p>6a. The number of students who did an internship last year was 13 resulting in an approximately 3% participation rate for internships. There was no data on students participating in a Career Center event or events with COB alumnus.</p> <p>6b. The very first survey of BBA alumni was conducted 2012-2013. The respondents' (compared to all other institutions) would be inclined to recommend program to a close friend, and believe the program fulfilled their expectations. Note the results are not longitudinal.</p>	<p>6a. The faculty members and the Dean's Office needs to consider how best to improve record keeping for this outcome, or consider changing the goal or measure.</p> <p>6b. No action was necessary.</p>	<p>6a. This issue needs to be addressed.</p> <p>6b. Another undergraduate alumni survey will be conducted in two or three years which will begin our longitudinal data.</p>

Learning Outcome 7: All BBA students demonstrate a willingness to adhere to ethical norms and values appropriate for a business professional.

Gen Ed. Competency? No Yes
Competency Number _____

Measures	Performance Criteria	Timeline / Population
<p>7. COB courses will include content that considers ethics and/or social responsibility.</p>	<p>7. 100% of COB foundational and core courses include at least one content item on the topics of ethics and/or social responsibility.</p>	<p>7. Evidence provided by COB instructors at the end of academic year.</p>
Outcome(s)	Action(s) Taken	Timeline for Action(s)
<p>7. The measurement of this outcome was not possible because the College's syllabi did not provide information regarding coverage of the topics of ethics or social responsibility. However, the current BBA program does require students to take BUS 230 – Business Law and Ethics I which is specifically geared to covering both topics.</p>	<p>7. The Assessment, Retention, and Completion Committee needs to review this measure and provide recommendations.</p>	<p>7. AY 2014-2015.</p>

Learning Outcomes 8: All BBA students demonstrate a level of professionalism and social etiquette appropriate for a successful business career.		Gen Ed. Competency? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Competency Number _____
Measures 8. Participation in either: (a) the COB etiquette dinner; or (b) other COB or ENMU workshops on resume writing skills, job search skills, and interviewing skills.	Performance Criteria 8. At least 10% of business majors participate at any one event during the academic year.	Timeline / Population 8. All BBA students are encouraged to participate in events during the academic year.
Outcome(s) 8. Students did attend the COB Etiquette Dinner but no record was kept as to the amount. The Accounting Club had a presentation on resume writing presented by the Career Center.	Action(s) Taken 8. The Assessment, Retention, and Completion Committee needs to review this measure and provide recommendations.	Timeline for Action(s) 8. AY 2014-2015.

MBA Program Learning Outcomes Results

Learning Outcome 1: All MBA students demonstrate a level of mastery of foundational and core business knowledge and skills.		Gen Ed. Competency? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Competency Number _____
Measures	Performance Criteria	Timeline / Population
<p>1a. Overall average percentile ranking for individual performance on the simulation.</p> <p>1b. COB courses support the knowledge and skill content listed in the MBA Matrix of Course Content.</p> <p>1c. Focused questions on the <i>Alumni and Employer Surveys</i> to be developed.</p> <p>1d. Rate of passing for the MBA Integrative Comprehensive Project (see Appendix E to view the Project Outline, and see Appendix F to view the Scoring Criteria).</p>	<p>1a. The overall average percentile ranking for the class is above the 50th percentile.</p> <p>1b. The Assessment Coordinator confirms with each discipline team that there is a 100% match between the content of current courses and the MBA Matrix of Course Content.</p> <p>1c. Specific question items will be developed.</p> <p>1d. There is at least an 80% passing rate for the MBA Integrative Comprehensive Project.</p>	<p>1a. All graduate business students participate in the simulation as part of the BUS 553/554 capstone course.</p> <p>1b. Evidence provided by COB instructors at the end of academic year.</p> <p>1c. Specific question items will be developed.</p> <p>1d. All graduate business students participate in the MBA Integrative Comprehensive Project as part of the BUS 553/554 capstone course.</p>
Outcome(s)	Action(s) Taken	Timeline for Action(s)
<p>1a. The year's percentile ranking for Fall 2013 for individual performance was at the 52 percentile which meets the minimum criteria. Note that the Spring 2014 results were not available.</p> <p>1b. The Assessment Coordinator confirmed through meetings with each discipline team that the content listed in the Matrix was being covered in the respective course.</p> <p>1c. The very first survey of MBA alumni was conducted in AY 2009-10. Therefore, the results are not longitudinal. However, the results indicate that the respondents were as satisfied with their learning and abilities compared to all other institutions.</p> <p>1d. In fall 2013 the passing rate was 80% and in spring 2014 the passing rate was 100% which makes a combined average of</p>	<p>1a. During 2013-2014 the prerequisites for BUS 553/554 were changed to require FIN 541 in order to better align prerequisites with the capstone simulation. No further action deemed necessary at this time.</p> <p>1b. The MBA Matrix of Course Content will be updated every year.</p> <p>1c. No action was necessary.</p> <p>1d. No action necessary.</p>	<p>1a. The new prerequisites were put in place In fall 2014 with the publication of the 2014-16 Graduate Catalog. Continue to monitor results to determine if change has impacted results.</p> <p>1b. The MBA Matrix of Course Content will be updated every year.</p> <p>1c. Another graduate alumni survey should be considered to obtain longitudinal data.</p> <p>1d. Not applicable.</p>

90% (see Appendix E to view the Project Outline, and see Appendix F to view the Scoring Criteria).		
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Learning Outcome 2: All MBA students demonstrate the ability to integrate the knowledge and skills derived from the different functional areas of business administration.		Gen Ed. Competency? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Competency Number _____
<p style="text-align: center;">Measures</p> <p>2a. Overall average percentile ranking for individual performance on the simulation.</p> <p>2b. COB courses support the knowledge and skill content listed in the MBA Matrix of Course Content.</p> <p>2c. Focused questions on the <i>Alumni and Employer Surveys</i> to be developed.</p> <p>2d. Rate of passing for the MBA Integrative Comprehensive Project (see Appendix E to view the Project Outline, and see Appendix F to view the Scoring Criteria).</p>	<p style="text-align: center;">Performance Criteria</p> <p>2a. The overall average percentile ranking for the class is above the 50th percentile.</p> <p>2b. The Assessment Coordinator confirms with each discipline team that there is a 100% match between the content of current courses and the MBA Matrix of Course Content.</p> <p>2c. Specific question items will be developed prior to administering another survey.</p> <p>2d. There is at least an 80% passing rate for the MBA Integrative Comprehensive Project.</p>	<p style="text-align: center;">Timeline / Population</p> <p>2a. All graduate business students participate in the simulation as part of the BUS 553/554 capstone course.</p> <p>2b. Evidence provided by COB instructors at the end of academic year.</p> <p>2c. To be determined.</p> <p>2d. All graduate business students participate in the MBA Integrative Comprehensive Project as part of the BUS 553/554 capstone course.</p>
<p style="text-align: center;">Outcome(s)</p> <p>2a. The year's percentile ranking for Fall 2013 for individual performance was at the 52 percentile which meets the minimum criteria. Note that the Spring 2014 results were not available.</p> <p>2b. The Assessment Coordinator confirmed through meetings with each discipline team that the content listed in the Matrix was being covered in the respective course.</p> <p>2c. The very first survey of MBA alumni was conducted in AY 2009-10. Therefore, the results are not longitudinal. However, the results indicated that the respondents were as satisfied with their learning and</p>	<p style="text-align: center;">Action(s) Taken</p> <p>2a During 2013-2014 the prerequisites for BUS 553/554 were changed to require FIN 541 in order to better align prerequisites with the capstone simulation. No further action deemed necessary at this time.</p> <p>2b. The MBA Matrix of Course Content will be updated every year.</p> <p>2c. No action was necessary.</p>	<p style="text-align: center;">Timeline for Action(s)</p> <p>2a. The new prerequisites were put in place In fall 2014 with the publication of the 2014-16 Graduate Catalog. Continue to monitor results to determine if change has impacted results.</p> <p>2b. The MBA Matrix of Course Content will be updated by the end of each year.</p> <p>2c. Another graduate alumni survey will be conducted this year which will begin our longitudinal data.</p>

<p>abilities compared to all other institutions.</p> <p>2d. In fall 2013 the passing rate was 80% and in spring 2014 the passing rate was 100% which makes a combined average of 90% (see Appendix E to view the Project Outline, and see Appendix F to view the Scoring Criteria).</p>	<p>2d. No action was necessary.</p>	<p>2d. Not applicable.</p>
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Learning Outcome 3: All MBA students demonstrate the ability to apply analytical skills and business knowledge in the interpretation of business information and data.

Gen Ed. Competency? No Yes
Competency Number _____

Measures

- 3a.** Overall average percentile ranking for individual performance on the simulation.
- 3b.** COB courses support the knowledge and skill content listed in the MBA Matrix of Course Content.
- 3c.** Focused questions on the *Alumni and Employer Surveys* to be developed.
- 3d.** Rate of passing for the MBA Integrative Comprehensive Project (see Appendix E to view the Project Outline, and see Appendix F to view the Scoring Criteria).

Performance Criteria

- 3a.** The overall average percentile ranking for the class is above the 50th percentile.
- 3b.** The Assessment Coordinator confirms with each discipline team that there is a 100% match between the content of current courses and the MBA Matrix of Course Content.
- 3c.** Specific question items will be developed prior to administering another survey.
- 3d.** There is at least an 80% passing rate for the MBA Integrative Comprehensive Project.

Timeline / Population

- 3a.** All graduate business students participate in the simulation as part of the BUS 553/554 capstone course.
- 3b.** Evidence provided by COB instructors at the end of academic year.
- 3c.** To be determined.
- 3d.** All graduate business students participate in the MBA Integrative Comprehensive Project as part of the BUS 553/554 capstone course.

Outcome(s)

- 3a.** The year's percentile ranking for Fall 2013 for individual performance was at the 52 percentile which meets the minimum criteria. Note that the Spring 2014 results were not available.
- 3b.** The Assessment Coordinator confirmed through meetings with each discipline team that the content listed in the Matrix was being covered in the respective course.
- 3c.** The very first survey of MBA alumni was conducted in AY 2009-10. Therefore, the results are not longitudinal. However, the results indicated that the respondents were as satisfied with their learning and abilities compared to all other institutions.
- 3d.** In fall 2013 the passing rate was 80% and in spring 2014 the passing rate was 100% which makes a combined average of 90% (see Appendix E to view the Project Outline, and see Appendix F to view the

Action(s) Taken

- 3a.** During 2013-2014 the prerequisites for BUS 553/554 were changed to require FIN 541 in order to better align prerequisites with the capstone simulation. No further action deemed necessary at this time.
- 3b.** The MBA Matrix of Course Content will be updated every year.
- 3c.** No action was necessary.
- 3d.** No action was necessary.

Timeline for Action(s)

- 3a.** The new prerequisites were put in place in fall 2014 with the publication of the 2014-16 Graduate Catalog. Continue to monitor results to determine if change has impacted results.
- 3b.** The MBA Matrix of Course Content will be updated each year.
- 3c.** Another graduate alumni survey should be conducted within the year which will begin our longitudinal data.
- 3d.** Not applicable.

Scoring Criteria).		
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Learning Outcome 4: All MBA students demonstrate a level of mastery in the written presentation of information as well as in the oral presentation of information.	Gen Ed. Competency? <input checked="" type="checkbox"/> No ___ Yes Competency Number ____
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Measures 4. All COB courses support the <u>skill</u> content listed in the MBA Matrix of Course Content.	Performance Criteria 4. The Assessment Coordinator confirms with each discipline team that there is a 100% match between the content of current courses and the <u>skill</u> content listed in the MBA Matrix of Course Content.	Timeline / Population 4. Evidence provided by COB instructors at the end of academic year.
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Outcome(s) 4. The Assessment Coordinator confirmed through meetings with each discipline team that the content listed in the Matrix was being covered in the respective course.	Action(s) Taken 4. The MBA Matrix of Course Content will be updated every year.	Timeline for Action(s) 4. The MBA Matrix of Course Content will be updated each year.
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Learning Outcome 5: All MBA students demonstrate a willingness to adhere to ethical norms and values appropriate for a business professional.	Gen Ed. Competency? <input checked="" type="checkbox"/> No ___ Yes Competency Number ____
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Measures 5. COB courses will include content that considers ethics and/or social responsibility.	Performance Criteria 5. 100% of COB foundational and core courses include at least one content item on the topics of ethics and/or social responsibility.	Timeline / Population 5. Evidence provided by COB instructors at the end of academic year.
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Outcome(s) 5. The complete measurement of this outcome was not possible because the College's syllabi did not provide information regarding the topic ethics or social responsibility. However, the current MBA program does require students to take BUS 501 – Law, Ethics and Social Responsibility which is specifically geared to covering both topics.	Action(s) Taken 5. No action has been taken at this point as the faculty members have not considered how to resolve this problem.	Timeline for Action(s) 5. This issue needs to be addressed this year.
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