



Program Assessment Report (PAR)

Business Administration (BUS) Masters Degree

REPORT PREPARED by: Schiller, Shu

ACADEMIC YEAR COVERED BY THIS REPORT: 2020-2021

I. PROGRAM LEARNING OUTCOMES

Learning Goals and Objectives (Master of Business Administration) LG 1. MBA program graduates will demonstrate a proficient understanding of current business theories and best practices. LO 1.1. Graduates will demonstrate the knowledge of factors impacting the value of a firm. LO 1.2. Graduates will demonstrate the knowledge of factors impacting a business firm's decision-making process. LO 1.3. Graduates will be able to differentiate the strategic role of varying functional areas in organizations. LG 2. MBA program graduates will demonstrate the ability to apply current business theories and best practices. LO 2.1. Graduates will analyze and interpret factors impacting the value of a firm. LO 2.2. Graduates will assess factors impacting a business firm's decision-making process. LO 2.3. Graduates will demonstrate their knowledge of principles of strategy execution in organizations. LG 3. MBA program graduates will demonstrate the ability to make effective and responsible decisions with corresponding actions in current business theories and best practices with awareness of their societal impact. LO 3.1. Graduates will demonstrate their awareness of ethics in the process of making effective and responsible business decisions. LO 3.2. Graduates will demonstrate their awareness of corporate social responsibility in the process of business decision making. LO 3.3. Graduates will demonstrate their awareness of how decisions impact local, regional, domestic and global economies in the process of making responsible business decisions.

II. PROCEDURES USED FOR ASSESSMENT

A. Direct Assessment

Please see the report attached. We use eight courses in the MBA program to evaluate the learning outcomes.

B. Scoring of Student Work

Each course is mapped to one or more specific LOs. Each course has a list of assessment questions. Please see the report for details.

C. Indirect Assessment

We currently use directly measures.

III. ASSESSMENT RESULTS/INFORMATION:

Please see the report for details.

Please see the report for details.

Please see the report for details.

IV. ACTIONS TO IMPROVE STUDENT LEARNING

Please see the report for details.

V. SUPPORTING DOCUMENTS

Additional documentation, when provided, is stored in the internal Academic Program Assessment of Student Learning SharePoint site.