

Report to Dean for Fall 2013 – Spring 2014

Learning Goal: Creativity and adaptability in developing response to regional and national business problems.

Learning Outcome: Students will demonstrate the utilization of creativity in the solving of managerial problems

Assessment Method:

- Direct Method: Rubric analysis of student submissions – written and oral presentations to executives in marketing course currently titled MBA 725
- Indirect Method: Survey of Seniors (only 4 seniors responded to the survey for Spring 2013 and did not respond to this question) Results are attached.

Fall 2013- Spring 2014 Results
N= 9 students

Rubric: 3 students met expectations, 1 exceeded expectations

Benchmark met. 100% of students met or exceeded expectations

Conclusion: Faculty is requested to include the application of real world projects/cases/assignments in the classes and to request creative solutions. The faculty is encouraged to modify the curriculum to encourage more creativity assignments.
