

**Name of the Program/Department: Masters of Business Administration**

**Year: 2017/2018**

**Name of the Preparer: Kay Lawrimore Belanger**

**Program Mission**

The Master of Business Administration (MBA) program at Francis Marion University (FMU) seeks students of all ages and ethnic backgrounds with undergraduate degrees in any major. Accredited by AACSB-International, the School of Business at FMU has a graduate faculty dedicated to providing outstanding teaching, research, and service. Primarily online, the FMU MBA program offers a general MBA degree, a concentration in Healthcare Executive Management, and a certificate in Strategic Planning. Our small class environment promotes experiential learning and relationship-building among students and faculty. We teach students to think logically, communicate effectively, appreciate innovative thought, incorporate high ethical standards, and understand the global influences upon business so that they can develop the executive decision making skills required of successful leaders

**Program Learning Outcomes**

The MBA program

1. An MBA Student at FMU develop the ability to identify, analyze and solve problems and address issues facing business executives
2. An MBA Student at FMU will develop and enhance the ability to effectively communicate to appropriate audiences.
3. An MBA Student at FMU will develop and enhance the ability to think innovatively during an executive decision making process
4. An MBA Student at FMU will develop and enhance an awareness of ethical issues and display the ability to incorporate ethical perspectives within the executive decision making process.
5. An MBA Student at FMU will develop and enhance an awareness of global influences upon executive business decisions

## **Executive Summary of IE Report**

For 2017-2018 the Master of Business Administration (MBA) program had five program learning outcomes (PLO) which are; create the ability to identify, analyze and solve executive issues, enhance student's ability to effectively communicate to appropriate audiences in written and oral formats, teach students to think innovatively during an executive decision making process, create awareness of ethical issues and incorporate ethical perspectives within the executive decision making, and create awareness of global influences upon executive business decisions. These five PLO's translated into six student learning outcomes (SLO) where MBA graduates would demonstrate the ability to: (a) identify and understand the managerial question/issue/problem, (b) select the appropriate methodology for understanding and analyzing alternative solutions and (c) provide a viable solution, demonstrate the ability to effectively communicate executive managerial issues in written form and oral format to the appropriate audience, demonstrate innovative thought in identifying issues, analyzing situations and developing of viable solutions, be able to identify ethical issues, understand the ethical implications of decisions upon stakeholders and utilize ethical standards within managerial decision making and be able to recognize the global influences upon business decisions and the implications of decisions upon the global environment.

During 2017-2018 the MBA faculty responded to all action items from the 2016-2017 report. Specifically, the faculty implemented the recommended instructional strategies for improving student learning.

**The AOL Process Evaluation and Modification.** For 2017-2018, the faculty approved process involved using students' responses to a case required in MBA 730 Leadership and Management. The process assessed all twenty-two students enrolled in the course.

The involvement of faculty continued. MBA faculty members evaluated the responses using a departmentally developed normed rubric. Faculty rated the students on multiple items for each SLO on a 5-point scale with 5 representing "Exceeding Expectations" and 1 representing "Below Expectations". The average score from the evaluators was used. It was expected that 80% of the students would meet or exceed expectations for three SLOs and 85% would meet or exceed expectations for three SLOs.

An email was sent to all graduating MBAs requesting his/her participation in a confidential and anonymous survey concerning the program. Seven 2017-2018 graduating MBAs (50%) participated in the survey concerning assessing their attitudes.

**The recommended 2017-2018 instructional strategies for improving student learning.** All action items recommended were implemented during the 2017-2018 academic year. For 2017-2018 the targets were achieved for student learning outcomes SLO 1.0, SLO 2.0, and SLO 3.0

**Actions for 2018-2019.** The MBA faculty discussed the results and the process. From the discussion, action items for 2018 – 2019 were specified. These actions include specific instructional strategies for improving student learning.

## Student Learning Outcomes

### 2017-2018 Student Learning Outcomes

SLO 1.0: Eighty percent (80%) of MBA students will meet or exceed expectations when analyzing a business case (benchmark 75%) by identifying and understanding the managerial question/issue/problem, selecting the appropriate methodology for understanding and analyzing alternative solutions and providing a viable solution.

SLO 2.0: Eighty-five percent (85%) of MBA students will meet or exceed expectations when analyzing a business case (benchmark 50%) by demonstrating the ability to effectively communicate executive managerial issues in written form to an appropriate audience.

SLO 3.0: Eighty-five percent (85%) of MBA students will meet or exceed expectations when analyzing a business case (benchmark 50%) by demonstrating the ability to effectively communicate executive managerial issues in oral form to an appropriate audience.

SLO 4.0: Eighty percent (80%) of MBA students will meet or exceed expectations when analyzing a business case (benchmark 66%) by demonstrating innovative thought in identifying issues, analyzing situations, and developing of viable solutions.

SLO 5.0: Eighty-five percent (85%) of MBA students will meet or exceed expectations when analyzing a business case (benchmark 50%) by identifying ethical issues, understanding the ethical implications of decisions upon stakeholders, and applying ethical standards within managerial decision making.

SLO 6.0: Eighty percent (80%) of MBA students will meet or exceed expectations when analyzing a business case (benchmark 80%) by recognizing the global influences upon business decisions and the implications of decisions upon the global environment.

### **Assessment Method**

SLO 1.0: Eighty percent (80%) of MBA students will meet or exceed expectations when analyzing a business case (baseline 75%) by identifying and understanding the managerial question/issue/problem, selecting the appropriate methodology for understanding and analyzing alternative solutions and, providing a viable solution as measured by a departmentally developed and normed rubric.

SLO 2.0: Eighty-five percent (85%) of MBA students will meet or exceed expectations when analyzing a business case (baseline 50%) by demonstrating the ability to effectively communicate executive managerial issues in written form to the appropriate audience as measured by a departmentally developed and normed rubric.

SLO 3.0: Eighty-five percent (85%) of MBA students will meet or exceed expectations when analyzing a business case (benchmark 50%) by demonstrating the ability to effectively communicate executive managerial issues in oral form to an appropriate audience.

SLO 4.0: Eighty percent (80%) of MBA students will meet or exceed expectations when analyzing a business case (baseline 66%) by demonstrating innovative thought in identifying issues, analyzing situations and developing of viable solutions as measured by a departmentally developed and normed rubric.

SLO 5.0: Eighty-five percent (80%) of MBA students will meet or exceed expectations when analyzing a business case by (baseline 25%) identifying ethical issues, understanding the ethical implications of decisions upon stakeholders and utilizing ethical standards within managerial decision making as measured by a departmentally developed and normed rubric.

SLO 6.0: Eighty percent (80%) of MBA students will meet or exceed expectations when analyzing a business case (baseline 80%) by recognizing the global influences upon business decisions and the implications of decisions upon the global environment as measured by a departmentally developed and normed rubric.

### **Assessment Results**

SLO 1.0: Eighty percent (80%) of graduating MBA students met or exceeded the expectations when analyzing a business case (benchmark 75%) by identifying and understanding the managerial question/issue/problem, selecting the appropriate methodology for understanding and analyzing alternative solutions and, providing a viable solution using a departmentally developed normed rubric. Sixteen of the twenty met expectations or exceeded the expectations. The target of 80% was achieved for SLO 1.0.

SLO 2.0: One hundred (100%) of MBA students met or exceeded the expectations when submitting a written report when analyzing a business case (benchmark 50%) by presenting the information in an organized manner, properly using executive managerial vocabulary, demonstrating the proper use of grammar and spelling acumen and demonstrating the ability to effectively communicate executive managerial issues in written form to the appropriate audience using a departmentally developed normed rubric. The target of 85% was achieved for SLO 2.0.

SLO 3.0: Ninety percent (90%) of MBA students met or exceeded the expectations when presenting information in a oral presentation (benchmark 50%) to the appropriate audience using a departmentally developed normed rubric. The target of 85% for oral communication was achieved for SLO 3.0.

SLO 4.0: Thirty-seven percent (37%) of MBA students met or exceed expectations when analyzing a business case (benchmark 66%) by demonstrating innovative thought in identifying issues, analyzing situations and developing of viable solutions using a departmentally developed normed rubric. None exceeded expectations. The target of 80% was not achieved for SLO 4.0.

SLO 5.0: Fifty (50%) of MBA students met or exceed expectations when analyzing a business case (benchmark 66%) by demonstrating the identification of ethical issues, understanding the ethical implications of decisions upon stakeholders and utilizing ethical standards within managerial decision making using a departmentally developed normed rubric. Two students met or exceeded the expectations. The target of 85% was not achieved for SLO 5.0.

SLO 6.0: Thirty-nine percent (39%) of MBA students met or exceed expectations when analyzing a business case (benchmark 66%) by demonstrating the recognition of the global influences upon business decisions and the implications of decisions upon the global environment within managerial decision

making using a departmentally developed normed rubric. The target of 80% was not achieved for SLO 6.0.

### **Action Item**

SLO 1.0: Eighty percent (80%) of graduating MBA students met or exceeded the expectations when analyzing a business case (benchmark 75%) by identifying and understanding the managerial question/issue/problem, selecting the appropriate methodology for understanding and analyzing alternative solutions and, providing a viable solution using a departmentally developed normed rubric. Sixteen of the twenty met expectations or exceeded the expectations. The target of 80% was achieved

*The MBA faculty discussed the results of the assessment for SLO 1.0. The faculty considered the 2017-2018 action items of continuing discussions about using information to formulate solutions and requiring students to have more experience analyzing and developing solutions did improve the performance germane to student learning outcome 1.0. The MBA faculty decided to continue the focus upon information analysis and development of a solution in MBA 710 and MBA 745 for 2018-2019. The faculty also considered the students' response to the survey. The students on a scale of 1 program did not improve to 5 the program significantly improved rated "problem solving skills" with 4.7. The faculty considers that the focus upon this learning outcome is effective.*

SLO 2.0: One hundred (100%) of MBA students met or exceeded the expectations when submitting a written report when analyzing a business case (benchmark 50%) by presenting the information in an organized manner, properly using executive managerial vocabulary, demonstrating the proper use of grammar and spelling acumen and demonstrating the ability to effectively communicate executive managerial issues in written form to the appropriate audience using a departmentally developed normed rubric. The target of 85% was achieved for SLO2.0.

*The MBA faculty discussed the results of the assessment for SLO 2.0. The faculty considered the 2017-2018 action items of emphasizing writing skills in MBA 730 Leadership and Management and MBA 705 Economic Analysis did improve the performance germane to student learning outcome 2.0. The MBA faculty decided to continue the focus upon written communication in these two courses for the next academic year. The faculty also considered the students' response to the survey. The students on a scale of 1 program did not improve to 5 the program significantly improved rated "written communication skills" with 4.7. The faculty considers the focus upon this learning objective is effective.*

SLO 3.0 Ninety percent (90%) of MBA students met or exceeded the expectations when presenting information in a oral presentation (benchmark 50%) to the appropriate audience using a departmentally developed normed rubric. The target of 85% for written communication and 85% for oral communication was achieved for SLO 3.0.

*The MBA faculty discussed the results of the assessment for SLO 3.0. The faculty considers the oral communication focus in MBA 725 and MBA 745 to continue for the next academic year. The faculty also considered the students' response to the survey. The students on a scale of 1 program did not improve to 5 the program significantly improved rated "oral communication skills" with 4.3. The faculty considers the focus upon this learning objective is effective.*

SLO 4.0: Thirty-seven percent (37%) of MBA students met or exceed expectations when analyzing a business case (benchmark 66%) by demonstrating innovative thought in identifying issues, analyzing situations and developing of viable solutions using a departmentally developed normed rubric. None exceeded expectations. The target of 80% was not achieved for SLO 4.0.

*The MBA faculty discussed the results of the assessment for SLO 4.0. The faculty also considered the students' response to the survey. The students on a scale of 1 program did not improve to 5 the program significantly improved rated "creativity in developing responses to business problems" with 4.4. The faculty considered this as indicating that the focus upon this goal has been effective. The faculty considered the 2017-2018 action items of offering a one-hour course, MBA 720 Contemporary Issues in Business: Innovation and Creative Decision Making should continue even though the thirty-seven percent is lower than the previous seventy percent. The assessment of SLO 4.0 with the normed scale indicated that the students again did not meet expectations concerning originality and elaboration. The faculty decided to continue offering the one-hour MBA 720 course with more assignments for improving originality and elaboration. The faculty will continue to monitor this learning objective.*

SLO 4.0: Fifty (50%) of MBA students met or exceed expectations when analyzing a business case (benchmark 66%) by demonstrating the identification of ethical issues, understanding the ethical implications of decisions upon stakeholders and utilizing ethical standards within managerial decision making using a departmentally developed normed rubric. Two students met or exceeded the expectations. The target of 85% was not achieved for SLO 4.0.

*The MBA faculty discussed the results of the assessment for SLO 4.0. The faculty considered the 2017-2018 action item of offering a two-hour course, MBA 720 Contemporary Issues in Business: Leadership and Ethics should continue even though the fifty percent is lower than the previous year. Additionally, each faculty member assessed their course to determine the focus upon ethical issues. The MBA faculty determined that continuation of additional emphasis upon ethical issues should occur in MBA 700, Accounting Analysis and MBA 725, Applied Marketing, and MBA 745 by increasing the number of assignments that require ethical analysis. The faculty also considered the students' response to the survey. The students on a scale of 1 program did not improve to 5 the program significantly improved rated "incorporation of an ethical perspective within decision making" with 4.7. The faculty will continue to monitor this learning objective.*

SLO 5.0: Thirty-nine percent (39%) of MBA students met or exceed expectations when analyzing a business case (benchmark 66%) by demonstrating the recognition of the global influences upon business decisions and the implications of decisions upon the global environment within managerial decision making using a departmentally developed normed rubric. The target of 80% was not achieved for SLO 5.0.

*The MBA faculty discussed the results of the assessment for SLO 5.0. The faculty considered the 2017-2018 action items of offering a two-hour course, MBA 720 Contemporary Issues in Business: Global Economics should continue although the target was not achieved this year. The faculty continues to be concerned about this learning outcome. A review of the measurement process indicated that students continue to struggle with the identification of the international context of the situation. The faculty also considered the students' response to the survey. The students on a scale of 1 program did not improve to 5 the program significantly improved rated "integration of international perspectives into business solutions" with 3.4. This is the lowest score for any learning outcome.*

*The faculty discussed different means of improving this concern. For 2018-2019 MBA 730 Leadership and Management and MBA 745 Strategic Planning will continue to be used to emphasize global awareness. Both courses will enhance their focus upon global issues with the continuation of course time devoted to international issues and the number of student assignments in order for the students to master knowledge of global issues.*

## **Program Learning Outcomes.**

### The MBA Program

1. An FMU MBA student will be able to identify, analyze and solve problems and address issues facing business executives.
2. An FMU MBA student will have the ability to effectively communicate in written format to appropriate audiences.
3. An FMU MBA student will have the ability to effectively communicate in oral format to appropriate audiences.
4. An FMU MBA student will have the ability to think innovatively during an executive decision making process
5. An FMU MBA student will have an awareness of ethical issues and display the ability to incorporate ethical perspectives within the executive decision making process.
6. An FMU MBA student have an awareness of global influences upon executive business decisions

### 2018-2019 Student Learning Outcomes

SLO 1.0: Eighty percent (80%) of MBA students will meet or exceed expectations when analyzing a business case (benchmark 75%) by identifying and understanding the managerial question/issue/problem, selecting the appropriate methodology for understanding and analyzing alternative solutions and providing a viable solution.

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SLO 6.0: Eighty percent (80%) of MBA students will meet or exceed expectations when analyzing a business case (benchmark 80%) by recognizing the global influences upon business decisions and the implications of decisions upon the global environment.