

MBA Program Learning Outcomes Report Summary 2023

The following table summarizes the assessment of PLOs for the MBA program for the assessment cycle 2023. This process is conducted regularly as part of the annual learning results assessments, which measure two or three PLOs for each program each year. This summary report was submitted to the EEC upon its completion.

Program	Master of Business Administration (MBA)
Assessment Period	SU I 2022 - SP 02, 2023
Program Learning Outcomes (PLOs)	<p>PLO 1 - Apply management theory and principles in culturally diverse organizational and global business scenarios.</p> <p>PLO 3 - Effectively communicate business concepts through oral and written forms utilizing 21st-century communication skills and tools.</p>
Closing the loop (from the last time these same PLOs were assessed)	This is the first year the PLOs were assessed.
Standards of Success	<p>PLO 1: Each artifact is considered to have met the proficiency standard if two out of the three categories of measurement achieve at least a “satisfactory” rating according to the artifact assessment rubric. Aggregate student scores equal 80% for the Final Business Plan for BUSN 690 as measured by the artifact assessment rubric.</p> <p>PLO 3: Each artifact is considered to have met the proficiency standard if two out of the three categories of measurement achieve at least a “satisfactory” rating according to the artifact assessment rubric. Aggregate student scores equal 80% for the Executive Summary for ORGS 570 as measured by the artifact assessment rubric.</p>
Evidence	<p>PLO 1: Executive Summary: Change Process Recommendations. Sample size: 12</p> <p>PLO 3: Final Business Plan. Sample size: 24</p>
Assessment Tool	<p>Direct assessment rubric for evaluating artifact; inter-rater reliability exercise completed. A satisfactory level equates to an 80% pass rate.</p> <p>Direct assessment rubric for evaluating artifact; inter-rater reliability exercise completed. A satisfactory level equates to an 80% pass rate.</p>
Assessors	<p>Dr. Bradly Roh, Adjunct Instructor/Assessor Dr. Dina Samora, Adjunct Instructor/Assessor Dr. Lisa Phillips, Assistant Dean, Tiebreaker</p>
Results	<p>PLO 1: Based on the joint assessment scorecard, 9 out of 12 samples passed (75%). The PLO was not met.</p> <p>PLO 3: Based on the joint assessment scorecard, 24 out of 24 samples passed (100%). The PLO was met.</p>

Discussion of Results	<p>PLO 1: Based on the results, the PLO was not met. However, seventy-five percent of the students demonstrated a mastery of written communication skills based on a written analysis and executive summary of an organizational change proposal. Assessors noted that removing vague language from the assessment rubric would have improved the results.</p> <p>Recommend a minor edit to assignment instructions to emphasize a discussion of the implications of operating in “diverse global settings.”</p> <p>PLO 3: Based on the results, the PLO was met. One hundred percent of students successfully developed a fully integrated business plan, demonstrating the ability to apply management principles in diverse business scenarios.</p>
Proposed Changes	<p>PLO 1: A minor edit to assignment instructions to encourage a more in-depth discussion of the implications of operating in “diverse global settings.”</p> <p>PLO 3: The PLO assessment rubric will be revised to remove vague language for future assessments.</p>
Rationale for Proposed Changes	<p>PLO 1: This change will encourage students to evaluate the implications of business operations and marketing plans within diverse, global settings.</p> <p>PLO 3: Remove vague language from the PLO assessment rubric for future assessments.</p>
Financial Resources Required	N/A
Annual Learning Report Approved	Approved by the EEC on November 7, 2023.
Follow Up (Closing the Loop for PLOS assessed in previous assessment cycle)	<p>PLO 2: N/A</p> <p>PLO 4: N/A</p> <p>PLO 5: Apply a Christian worldview to decision-making processes and outcomes. Revise the grading rubric and assignment instructions to individually assess the application of a Christian worldview. The change was implemented on January 31, 2023.</p>