Texas Southern University Assessment Narrative Academic Years 2007-08 thru 2009-10

JESSE H. JONES SCHOOL OF BUSINESS

Program: Master Business Administration

The mission of the Business Administration MBA degree is to educate a diverse group of men and women in the knowledge, analytical ability, and management skills necessary for positions of leadership in a diverse workforce with rapidly changing technology and a fiercely competitive global marketplace. MBA students are uniquely skilled in the application of critical, analytical and strategic thinking to analyze and develop solutions to business problems.

Goal 1

Content Knowledge Students will demonstrate competency in and knowledge of advanced business concepts related to the business disciplines. Assessment not implemented until 2008-09; ETS Major Field Test-MBA was not in existence. Students will achieve a minimum mean percent correct of (40) on the managerial accounting and finance assessment indicators.

Outcome 1.1 – Students will apply key managerial accounting and finance concepts.

Students will achieve a minimum mean percent correct of (40) on the managerial accounting and finance assessment indicators.

Findings (2008-2010)

MBA students did not achieve the minimum mean percent correct target score of 40 on managerial accounting, with a score of 39 in 2008-09 and 38 in 2009-10. The assessment was not conducted in 2007-08; not implemented until 2008-09.

Action Plan Summary - 2008-2010

- Added special assignments to emphasize key concepts in managerial accounting and financial management.
- Scheduled accounting finance courses in sequence to enhance comprehension and retention.

Outcome 1.2 – Students will apply key management and marketing concepts.

Students will achieve a minimum mean percent correct of (40) on the management and marketing indicators.

MBA students met the minimum mean target score of 40 on management for both periods, achieving a score of 49 in 2008-09, and 40 in 2009-10. The assessment was not conducted in 2007-08.

Action Plan Summary - 2008-2010

- Continued to strengthen courses, monitored test results, and implemented SkillSoft electronic tutorials.
- Reviewed course syllabi content to ensure that market strategy, communication, and research are all covered.

Outcome 1.3 – Students will apply key strategic integration concepts.

Students will achieve a minimum mean percent correct of (40) on the strategic integration indicators.

Findings (2008-2010)

• MBA students met the minimum mean target score of 40 on strategic integration, achieving a score of 44 in 2008-09, but only achieved a score of 37 in 2009-10.

Action Plan Summary – 2008-2010

- Continued to strengthen courses, monitored test results, and implemented SkillSoft electronic tutorials.
- Change the sequencing of core courses so that they are all offered in the first year.

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Texas Southern University Assessment Plan Academic Years 2007-08 thru 2009-10

College/School: Jesse H. Jones School of Business Discipline/Program: Master Business Administration THECB CIP Code <u>52.0201.00</u>

Goals	Student Learning Outcomes/ Objectives		Target			Findings				
		Metric	2007-08	2008-09	2009-10	2007-08	2008-09	2009-10	Action Plan (if applicable)	Reference Document
Goal 1 Students will demonstrate competency in and knowledge of advanced business concepts related to the business disciplines	SLO 1.1 Students will apply key managerial accounting and finance concepts	ETS Major Field Test Scores – MBA	Assessment not implemented until 2008-09; ETS Major Field Test-MBA was not in existence	Students will achieve a minimum mean percent correct of (40) on the managerial accounting and finance assessment indicators	Students will achieve a minimum mean percent correct of (40) on the managerial accounting and finance assessment indicators	Assessment not implemented until 2008-09; ETS Major Field Test- MBA was not in existence	Students achieved a mean percent correct of (39) on managerial accounting and a mean percent correct of (39) on finance	Students achieved a mean percent correct of (38) on managerial accounting and a mean percent correct of (30) on finance	Based on 2007-08 Findings Assessment not implemented until 2008-09 Based on 2008-09 Findings Add special assignments to emphasize key concepts in managerial accounting and financial management Based on 2009-10 Findings Schedule accounting and finance courses in sequence enhance comprehension and retention	R.1.1 ETS-MBA Summary by Assessment Indicator
	SLO 1.2 Students will apply key management and marketing concepts	ETS Major Field Test Scores – MBA	Assessment not implemented until 2008-09; ETS Major Field Test-MBA was not in existence	Students will achieve a minimum mean percent correct of (40) on the management and marketing assessment indicators	Students will achieve a minimum mean percent correct of (40) on the management and marketing assessment indicators	Assessment not implemented until 2008-09; ETS Major Field Test- MBA was not in existence	Students achieved a mean percent correct of (49) on management and a mean percent correct of (47) on marketing	Students achieved a mean percent correct of (40) on management and a mean percent correct of (42) on marketing	Based on 2007-08 Findings Assessment not implemented until 2008-09 Based on 2008-09 Findings Continue to strengthen courses, monitor test results, and implemented SkillSoft electronic tutorials Based on 2009-10 Findings Review course syllabi content coverage to ensure that market strategy, communications and research are covered	R.1.2 ETS-MBA Summary by Assessment Indicator SkillSoft Tutorial Course Listing – Management and Marketing

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	Student Learning		Target			Findings				
	Outcomes/								Action Plan	Reference
Goals	Objectives	Metric	2007-08	2008-09	2009-10	2007-08	2008-09	2009-10	(if applicable)	Document
Goal 1	SLO 1.3	ETS	Assessment not	Students will	Students will	Assessment	Students	Students	Based on 2007-08 Findings	R.1.3
Students will	Students will apply	Major	implemented	achieve a	achieve a	not	achieved a	achieved a	Assessment not implemented until	ETS-MBA Summary
demonstrate	key strategic	Field Test	until 2008-09;	minimum	minimum	implemented	mean percent	mean percent	2008-09	by Assessment
competency in	integration concepts	Scores –	ETS Major Field	mean percent	mean percent	until 2008-09;	correct of (44)	correct of (37)		Indicator
and knowledge		MBA	Test-MBA was	correct of (40)	correct of (40)	ETS Major	on strategic	on strategic	Based on 2008-09 Findings	
of advanced			not in existence	on the	on the	Field Test-	integration	integration	Continue to strengthen courses, monitor	SkillSoft Tutorial
business				strategic	strategic	MBA was not			test results, and implemented SkillSoft	Course Listing –
concepts				integration	integration	in existence			electronic tutorials	Strategy
related to the				indicator	indicator					
business									Based on 2009-10 Findings	MBA Curriculum
disciplines									Change the sequencing of core courses	
									so that they are all offered in the first	
									year	

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