### Student Learning Outcomes

**MBA 1:** Students will use tools, analyses, and exhibits to effectively explain and discuss solutions to comprehensive business cases and/or problems.

<table>
<thead>
<tr>
<th>Use of Prior Results</th>
<th>None.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Student Learning Outcome</strong></th>
<th><strong>Measure 1:</strong></th>
<th><strong>Person(s) Responsible</strong></th>
<th><strong>Analysis of Results for Measure 1 (include strengths &amp; weaknesses):</strong></th>
<th><strong>Supporting Document(s):</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MBA 1</strong></td>
<td>The measure for this objective is the same as that used for MBA 2. Additional instructions were added to address uses tools, exhibits, analyzes effectively.</td>
<td></td>
<td>85% scored proficient or above ---- 2014 – 2015 77.15% scored proficient or above ---- 2013 – 2014</td>
<td></td>
</tr>
<tr>
<td><strong>Completion Date:</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>08/28/2015</strong></td>
<td></td>
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</tbody>
</table>

**Future Actions**

*Describe Program Changes (adding a course, assignment, project, etc.):*

This is the 2nd consecutive year that
data has been collected on this student learning outcome. The results will be reviewed by the Jones College Assurance of Learning and Graduate Programs Committee.

Future Actions:
Describe Assessment Changes (measures such as rubrics, exams, diagnostic instruments, etc.):

Future Actions:
Describe any additional resources needed (Leave blank if no additional resources
Use of Prior Results: None.

Student Learning Outcome:
MBA 2: Students will demonstrate an understanding of the impact of current events on business decisions.

Measure 1:
85% of students will score proficient or higher on a research paper. Measured in MGMT 6650.

Person(s) Responsible:

Analysis of Results for Measure 1. (Include strengths & weaknesses):
93.1% scored proficient or above ---- 2014 – 2015
100% scored proficient or above --- 2013 – 2014
82% scored “proficient” or above;
18% scored below “proficient” --- 2012 – 2013

Supporting Document(s):

Future Actions:
Describe Program Changes (adding a course, assignment, project, etc.):
This is the 4th consecutive year that data has been collected on this student learning outcome. The results will be reviewed by the Jones College Assurance of Learning and Graduate Programs Committee.

Future Actions:
Describe Assessment Changes
<table>
<thead>
<tr>
<th>Student Learning Outcome:</th>
<th>Measure 1:</th>
<th>Person(s)</th>
<th>Analysis of Results for Measure 1: (include strengths &amp; weaknesses):</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA 3: Students will demonstrate an understanding of the role cultural background and global environment play in business decisions.</td>
<td>benchmark = 80%</td>
<td>Responsible:</td>
<td>88.2% scored 80% or higher --- 2014 – 2015 89.5% scored 80% or higher --- 2013 – 2014 45.2% scored 80% or higher --- 2012 – 2013</td>
</tr>
<tr>
<td>Supporting Document(s):</td>
<td>Future Actions:</td>
<td>Describe Program Changes (adding a course, assignment, project, etc.):</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>This is the 4th consecutive year that data has</td>
<td></td>
</tr>
</tbody>
</table>
been collected on this student learning outcome. The results will be reviewed by the Jones College Assurance of Learning and Graduate Programs Committee.

Future Actions:
Describe Assessment Changes (measures such as rubrics, exams, diagnostic instruments, etc.):

Future Actions:
Describe any additional resources needed (Leave blank if no additional resources are
Use of Prior Results: None.

Student Learning Outcome:
MBA 4: Students will apply relevant ethical concepts in complex business situations.

Measure 1:
80% of students will score 4 or higher on a case analysis. Measured in MGMT 6600.

Person(s) Responsible:
Analysis of Results for Measure 1: (include strengths & weaknesses):
82.3% scored 80% or higher --- 2014 – 2015
73.7% scored 80% or higher --- 2013 – 2014
72.6% scored 80% or higher --- 2012 – 2013

Completion Date:
Supporting Document(s):
Future Actions:
Describe Program Changes (adding a course, assignment, project, etc.):
This is the 4th consecutive year that data has been collected on this student learning outcome. The results will be reviewed by the Jones College Assurance of Learning and Graduate Programs Committee.

Future Actions:
Describe Assessment Changes (measures
<table>
<thead>
<tr>
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<th>Measure 1:</th>
<th>Person(s) Responsible:</th>
<th>Analysis of Results for Measure 1:(include strengths &amp; weaknesses):</th>
<th>Supporting Document(s):</th>
<th>Future Actions:</th>
</tr>
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<tbody>
<tr>
<td>MBA 5: Students will demonstrate an understanding of the relationships among the functional areas of business in addressing management decision problems.</td>
<td>80% of students will score proficient or higher on a written project analysis. Measured in BUAD 6980.</td>
<td></td>
<td>85.7% scored at least proficient; 9.5% marginal; 4.8% unacceptable 2014 – 15 88.5% scored at least proficient; 7.7% marginal; 3.8% unacceptable 2013 – 14 60.8% scored at least proficient; 37.2% marginal; 2% unacceptable 2012 – 13</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Use of Prior Results:** None.

**Future Actions:**
Describe any additional resources needed (Leave blank if no additional resources are needed.).

This is the 4th consecutive year that data has been
collected on this student learning outcome. The results will be reviewed by the Jones College Assurance of Learning and Graduate Programs Committee.

Future Actions

Describe Assessment Changes (measures such as rubrics, exams, diagnostic instruments, etc.):

Future Actions

Describe any additional resources needed (Leave blank if no additional resources are needed).
Student Learning Outcome:
MBA 6: Students will demonstrate the ability to analyze data and generate potential alternatives to business problems.

Measure 1: 80% of students will score proficient or higher on a written project analysis. Measured in BUAD 6980.

Person(s) Responsible:
Analysis of Results for Measure 1: (include strengths & weaknesses):
86.2% of students scored at least proficient; 10.3% marginal; 3.5% unacceptable 2014 – 15 96.2% of students scored at least proficient; 3.8% marginal; 0 unacceptable 2013 – 14 76% of students scored at least proficient; 22% marginal; 2% unacceptable --- 2012 – 13

Completion Date:
Supporting Document(s): Future Actions: Describe Program Changes (adding a course, assignment, project, etc.):
This is the 4th consecutive year that data has been collected on this student learning outcome. The results will be reviewed by the Jones College Assurance of Learning and Graduate Programs Committee.

Future Actions: Describe Assessment Changes (measures such as rubrics, exams,
<table>
<thead>
<tr>
<th>Student Learning Outcome:</th>
<th>Measure 1: 90% of students in Marketing 6800 will score proficient on a written case analysis.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person(s) Responsible</td>
<td>Analysis of Results for Measure 1. (include strengths &amp; weaknesses):</td>
</tr>
<tr>
<td></td>
<td>Don Roy</td>
</tr>
<tr>
<td>Completion Date:</td>
<td>Data was collected in the Fall of 2014. The average score was a 3.26 out of 4. 15 out of 18 students, 83%, scored at least a 3 out 4. There are 4 criteria on the rubric. The weakest was &quot;Analysis of Alternative Courses of Action.&quot; The score for that criterion was 2.72 out of 4. The strongest was &quot;Identification of the Main Issues/Problems.&quot; The score for that criterion was 3.72 out of 4.</td>
</tr>
<tr>
<td>Supporting Document(s):</td>
<td>MKT 6800 Rubric for MBA 0611.pdf MBA 7 fall 2014 results.pdf</td>
</tr>
<tr>
<td>Future Actions:</td>
<td>Describing any additional resources needed (Leave blank if no additional resources are needed.).</td>
</tr>
<tr>
<td></td>
<td>The results of the assessment will be presented to the Jones College of Business Assurance of</td>
</tr>
</tbody>
</table>
Learning and Graduate Programs Committee in the fall of 2015.

Future Actions:
- Describe Assessment Changes (measures such as rubrics, exams, diagnostic instruments, etc.):

Use of Prior Results: This course has been revised.

<table>
<thead>
<tr>
<th>Student Learning Outcome: MBA 8</th>
<th>Measure 1:</th>
<th>Person(s) Responsible:</th>
<th>Analysis of Results for Measure 1: (include strengths &amp; weaknesses):</th>
<th>Supporting Document(s):</th>
<th>Future Actions: Describe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will model a business situation and use the model to analyze and</td>
<td></td>
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</tr>
</tbody>
</table>
suggest appropriate managerial action.

Completion Date: No data was collected during the 2014-15 academic year.

Program Changes (adding a course, assignment, project, etc.):

Future Actions:
Describe Assessment Changes (measures such as rubrics, exams, diagnostic instruments, etc.):

Future Actions:
Describe any additional resources needed (Leave blank if no additional resources are needed.):

Report Date: Fri Aug 28 2015
16:39:31 CDT