Department: Business Administration

Name of Submitter: Dr. Kenneth Middleton, Chair

Date: April 16, 2006

1. Degree Program BA/BS  ☒ Undergraduate  ☐ Graduate

2. Assessment Instruments
   ☐ AM Form  ☒ MFT  ☐ Department Senior Test
   ☐ Portfolio  ☐ Survey  ☒ Other Comprehensive strategic case analysis

3. Students Assessed

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4. Results of assessment:
The majority of the students based upon the MFT performed at or above the national average score within one standard deviation above or below. Results show that additional learning experiences may need to be provided in accounting, finance, and quantitative analysis. Based upon the capstone course comprehensive strategic case analysis and final scores for the course; 5 students scored at the "A" level, 26 at the "B" level, 7 at the "C" level; and 1 at the "D" level. It should be noted that the one student who received a final grade of "D" did so because of attendance rather than test scores of submitted work.

5. Faculty analysis of results (extent to which learning goals were met):
Faculty would like to see all enrolled students achieve MFT and final grade scores at the "A" or outstanding level, however, it is recognized that some students are content with doing what is necessary to get by. The faculty believe that recorded MFT and final grade scores are appropriate for this group students. Individual content faculty will review their course coverage and content to see if improvements need to be made.

/kbf
3/1/06
6. Recommendations for improvement:
Additional emphasis should be placed on taking the MFT seriously by the undergraduate students. High course standards or rigor must be maintained in the capstone MGMT 479 courses. Additional efforts should be made by the instructor(s) of the MGMT 479 course to make application of course content to actual strategic planning situations. Provide for enhanced opportunities for students to practice or apply course content rather than just learn theoretical concepts.
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4. Results of assessment:
Fourteen (14) MBA students received a final grade of "A" and eight (8) students received grades of "B". These scores indicate that approximately 64% of the students performed at the outstanding level and 26% at the above average criterion. The students worked very hard on their final comprehensive case analysis and several of the written cases will be used as examples for future graduate and undergraduate strategic teams.

5. Faculty analysis of results (extent to which learning goals were met):
Very positive analysis of course concepts and applications. Viewed as representative of all MBA course requirements and learnings. Coordination of individual MBA courses and the capstone course will be explored for the future.

6. Recommendations for improvement:
A greater linkage between individual MBA course assignments and the final capstone course case assignment will be explored. Increased MBA faculty input into the final comprehensive case analysis will be sought. Discussions about individual course
coverage have been held and will continue when an outline for the comprehensive case analysis is drafted for 2006-2007.