John Massey School of Business

Master of Business Administration
Program Outcome Assessment Plan

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I. MBA Mission and Vision Statement

A. Mission Statement

The mission of the John Massey School of Business (JMSB) Department of the Master of Business Administration is to prepare students for diverse careers in the dynamic world of business. The mission will be accomplished by providing students with a quality education using highly skilled, professionally competent faculty, the latest instructional techniques, and state-of-the-art technology in one of the most modern facilities in the state.

B. Vision Statement

The vision of the JMSB Department of the Master of Business Administration is to be the leading provider of the MBA program in southern Oklahoma and north Texas.

II. MBA Program Goals, Objectives and Learning Outcomes

A. Program Goals/Objectives

The goals and objectives of the MBA program are to provide each student with quality instruction which will result in each student possessing the following abilities upon completion of the degree:

- The ability to make sound and responsible decisions in their field of business, using a logical, systematic approach.
- The ability to effectively communicate the rationale of their decisions or recommendations.
- The ability to effectively apply knowledge of information systems and technology appropriate to their field of business.
- The ability to effectively work with individuals, as well as groups, in a diversified and changing environment.
- The ability to adapt to changes required by a global business environment.

B. Program Learning Outcomes:

If the goals and objectives as stated above are being met, the graduates with an MBA degree will possess the following traits:

- ability to apply quantitative management tools;
- ability to apply current business technologies;
- ability to apply techniques for functioning effectively in an organization/business environment;
- ability to apply basic management supervisory and behavioral techniques;
- ability to apply research techniques;
ability to apply economic techniques;  
ability to apply accounting techniques;  
ability to apply finance techniques and marketing techniques

C. Analysis and Explanation of Assessment Program

To determine whether or not students possesses the traits described in Section II, B – Program Learning Outcomes, the JMSB utilizes the twelve (12) methods of assessments shown below:

- Standardized Assessment Instrument – Major Fields Test
- MBA Exit Survey
- Student Evaluation Survey
- Graduate Faculty Survey
- School of Business Graduate Council
- MBA Advisory Board
- Benchmarking with Peer Institutions
- Capstone Course Evaluation
- Employment
- Alumni Tracking
- Assessing IETV and Web-Based Instruction
- School of Business Assessment Program

Both qualitative and quantitative data will be used for assessment. Quantitative data will be obtained from the Standardized Assessment Instrument – MFT, Capstone Course Evaluation, course reviews and satisfaction surveys. Qualitative data will be gathered from input from the advisory boards, employers, MBA students and alumni. Both will be used to facilitate continuous improvement in the MBA program through strategic planning.

The Standardized Assessment Instrument – Major Fields Test, MBA Exit Survey, and Student Evaluation Survey are used to measure achievement and perception by students currently enrolled in courses as a component of quality. The Employment data provides post-graduation evidence and information about the quality of education as it relates to continuation or improvement of the program. Benchmarking with Peer Institutions and the MBA Advisory Board add external viewpoints and information leading to validate current practices and to corrective actions to this program. Courses in the MBA program as well as the capstone course will be reviewed annually to insure that the core areas are covered individually or collectively. The core areas are:

- Managerial Accounting
- Marketing
- Finance
- Management
- Strategic Integration
The assessments for the department will be primarily used for program improvement and curriculum changes to assess the effectiveness of the program. The assessments will also be used for strategic planning and budgeting purposes.

D. Frequency of Assessment/Frequency of Reporting Assessment Results

The twelve methods of assessment occur at various times. The Standardized Assessment Instrument - MBA Major Fields Test is used as an objective, end-of-program test and will be administered during the student’s final semester. The test covers assessment indicators in the five core areas (Managerial Accounting, Marketing, Finance, Management, and Strategic Integration) and provides a measure of students’ critical thinking and reasoning skills. If the group of examinee’s is large enough (five or greater), the test will deliver individual overall scores for business critical thinking and reasoning, as well as the five content area scores for each testing group.

The following methods of assessment are administered as follows:

- MBA Exit Survey – at the same session as the Major Fields Test
- Student Evaluation Survey – at the end of each semester
- Graduate Faculty Survey – every other year
- Graduate Council meetings – at least once during each semester
- Advisory Board meetings – at least once each year

The MBA program will provide annual assessment reports to the John Massey School of Business, the University and the Regents. Other reports will be prepared as needed for North Central, AACSB International and ACBSP accreditation.

III. Program Modifications

Program modifications are made based on the results of all the assessments. Because the JMSB must meet assessment standards external to the program, the assessment information provided by the advisory boards and by the departmental faculty may have the greatest impact on any modifications to the program. However, all types of assessment will enter into the modification process.

Modification needs and program effectiveness will be determined on at least an annual basis. Once a determination has been made to make a modification to the program, it is specifically reviewed during the next assessment period. If further modification is required, it proceeds through the normal assessment and change procedures.
IV. Distance Education

The MBA program utilizes both IETV and web-based technology to deliver the courses on an alternating schedule. MBA students taking IETV and web-based courses complete a course evaluation at the end of the semester. The same course evaluation form is used for regular face-to-face courses.

V. Faculty Involvement

Faculty members are involved in the gathering of data and in the reporting process. They are also dedicated to the quality of the assessment program which is reflected in the following departmental/faculty goals:

- Will possess a high quality MBA program.
- Will recruit, retain and develop high quality graduate faculty.
- Graduate faculty will produce and publish academic and pragmatic research relevant to the related disciplines and provide service to their profession, school, the community and the University.
- Provide opportunities within the immediate geographic region for business and economic development through the effective application of knowledge through MBA degrees.
- MBA program will maintain, expand, or improve existing relationships with external constituencies.
- Will maintain a culture matched to the mission.
- Follow administrative procedures and practices of successful businesses in offering the MBA program.
- Will recruit, retain, develop and promote high quality graduate students and graduates.
- Will expand MBA’s technology capability and sites where the program is delivered.
- Will foster both internal and external collaboration.
- Will communicate with all stakeholders all aspects of the MBA degree.

Faculty members determine the course content and the best methods for presenting the content. Faculty interacts with the various stakeholders to determine whether the program is accomplishing its goals and objectives and thus, is involved in the process of closing the loop.

VI. Transparency

The results of the assessment(s) will be made available to external and internal constituents through the annual JMSB MBA Program Assessment report.