

**What is your College or School?**

College of Business & Public Administration

**What is your program?**

Business Administration (Graduate)

**Outcome(s): Identify the program learning outcome(s) that is/are the focus for the 2017-18 Academic Year.**

MBA 242 - MBA Proficient in Their Field Outcome: Each student can synthesize knowledge in the different functional areas and of the firm to develop and improve organizations.  
(Accounting area)

MBA 251 - MBA Proficient in Their Field Outcome: Each student can synthesize knowledge in the different functional areas and of the firm to develop and improve organizations.  
(Marketing area)

**Measures: Identify one to three ways you know students learn this outcome.**

In MBA 242 selected problems from the two exams were used, 90% of the students fell in the categories from Competent & Exceptional combined.

In MBA 251 an individual case study assignment was used, 82% of the students fell in the categories from Competent & Exceptional combined.

**Findings: Present and analyze your findings this year about student learning in this outcome.**

MBA 242 - Financial reporting requires a commitment to learning. Generally, those who do not do well lack the effort not the ability.

MBA 251 - Students rated “Unacceptable” and “Developing” failed to apply key concepts and theories from assigned readings and lectures to case study question responses, and did not demonstrate the ability to communicate holistically or strategically about the primary purpose of marketing in an organization (creating value). A handful of students (unacceptable), also lacked the writing skills necessary to demonstrate academic competence in marketing.

The majority, rated “Competent” made at the least an attempt to utilize key terms and leverage ideas presented in the assigned content/lectures, and exhibited the analytic and critical thinking skills necessary to communicate how strategic marketing impacts an organization’s P&L to deliver customer value.

Those rated “Exceptional” correctly leveraged not only key concepts and theories, but demonstrated the writing skills needed to effectively communicate consumer-driven marketing strategies.

Students rated non-Competent made no attempt to apply key concepts from the assigned Harvard Business Publishing Marketing Core Curriculum, and instead of citing assigned

readings, leveraged their previous personal knowledge about a subject as the exclusive source to support their responses to case study questions. My assumption, based on the quality and content of these responses, is that many students did not read the assigned content and/or they lack understanding of basic business principles that drive organizational value.

Students rated at least Competent made an attempt to leverage key terms and ideas presented in the assigned content, with varying degrees of success. They demonstrated basic business acumen and were able to understand and assess the challenges posed in the case study and provide a recommended course of action with the information provided. Students were judged to be Competent or Exceptional if they demonstrated the ability to apply the key concepts presented in the readings and the lecture into their recommended solution/approach.

**Actions: Discuss next steps and action items for what the department will do based upon its findings and analysis.**

MBA 242 - This course has evolved over 15 years to a cogent presentation of important information. As we move to an on-line presentation, there will need to be some streamlining of the course.

MBA 251 - For students who do not have to take the GMAT for acceptance to the program, is there any way to assess their reading comprehension and/or writing abilities? It would be nice to know which students need some training to be successful, and which ones are simply not doing the work.

A core economics class should be added to the MBA curriculum as a prerequisite to Marketing 251, as some students struggle with understanding how macro- and micro-environmental factors that drive fundamental business strategy, which I believe to be the basis for how organizations can create economic value through marketing.

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