

University of North Carolina Wilmington

Educational Program Assessment Plan and Report

Assessment Plan for 2013-2014

Cameron School of Business

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Degree: Master of Business Administration

MBA Student Learning Outcomes

Student Learning Outcome UNCW Strategic Goal	Tools	Implementation	Summary of Findings	Actions Taken
<p>SLO1: Our graduates will understand the importance of ethics, corporate social responsibility and the need to reflect that understanding in their actions and decisions.</p> <p>UNCW Goal 3</p>	<p>A: Ethics Method: A rubric is used to evaluate write-ups on critical incidents written by all students. This year’s critical incident involved squatters rights vs. Cisco’s lease with Indian govt. for building site rights.</p> <p>B: Social Responsibility Method: a rubric is used to evaluate write-ups on critical incidents written by all students relative to Corporate Social Responsibility. (CSR).</p>	<p>Administration: This assessment is conducted by faculty in MBA 556— Executive Challenge on all students each spring. Results are reviewed and changes made by the MBA Committee.</p> <p>Administration: This assessment is conducted by faculty in MBA 556— Executive challenge on all students each spring each year. Results are reviewed and changes made by the MBA Committee. This year’s CSR case focused on RBC’s decision re. investing in a natural gas project in Qatar</p>	<p>Appendix A.1 Student scores are higher and student responses displayed empathy for squatters who had occupied property for 5+ years.</p> <p>Appendix A.2 Student displays a good understanding of the Triple Bottom Line in social responsible investing, i.e. consider People, Planet & Profit, i.e. Equator Principals focus on the three P’s.</p>	<p>Curriculum in revised PMBA program will focus on ethical decision making in each functional business area. <i>First cohort in revised program began Fall 2013. First assessments taking place Spring 2015 – MBA 556 class (capstone).</i></p> <p>Curriculum in revised PMBA program will continue focus on Triple Bottom line with emphasis on people and planet.in addition to profit.</p>

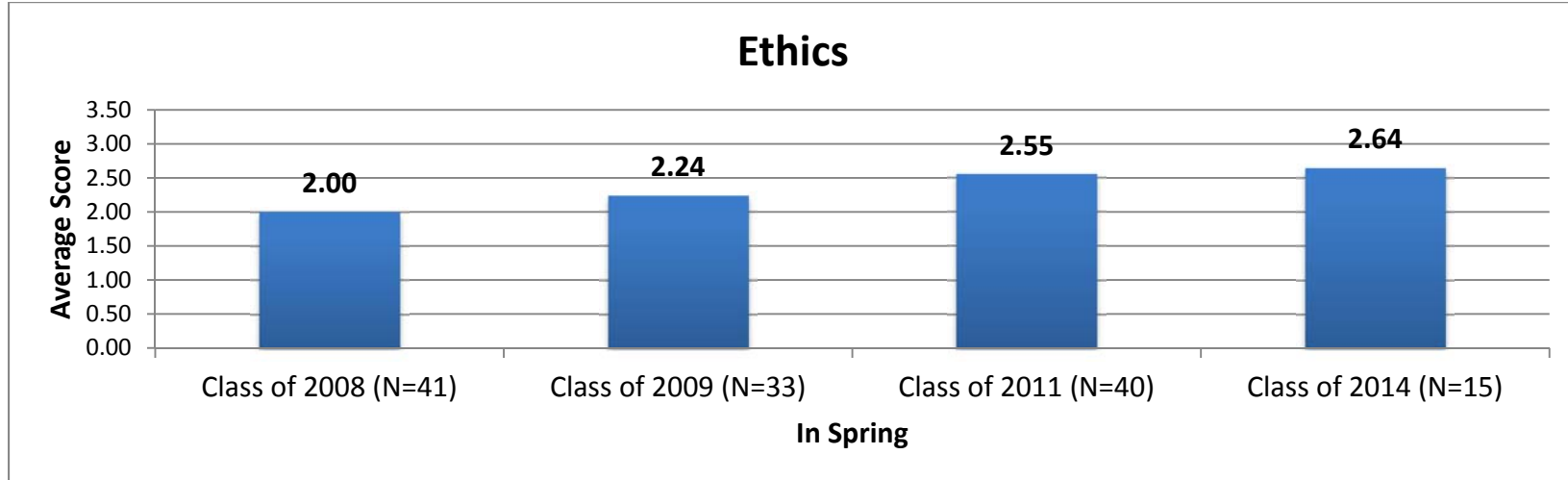
<p>SLO2: Our graduates will have the leadership and team-building skills necessary to lead organizations in a dynamic environment, i.e. can act as change agents.</p> <p>UNCW Goal 1</p>	<p>A: Teamwork and Leadership Method: A scaled peer evaluation form is used on both dimensions for assessment. The Learning Alliance has been revised and the Organizational Change course have been blended into our Executive Challenge Course (MBA 557).</p> <p>B: Change Method: A rubric is used to assess a course exercise focused on understanding change.</p>	<p>Administration: All learning alliance teams conduct this assessment in the MBA 553 Learning Alliance Integration projects. All students participate. The assessment is conducted each fall and the results are reviewed and changes made by the MBA committee.</p> <p>First cohort in revised Learning Alliance just complete and peer assessments and rubrics now being collected.</p>	<p>Appendix B.1 Appendix B.2 Review of teamwork metrics shows a steady increase in rubrics. Assessment will continue but discussions to apply teamwork metrics in different circumstances discussed, e.g. rotating team leadership and reassessing given new roles of student members.</p> <p>Appendix B.3 Organizational change metric shows slight decline which may be due to different case related material.</p>	<p>Task Force recommendations for new program discussed need for totating team responsibility for Learning Alliance Team members. Multiple LA assignments will allow for assessment of students in different roles. <i>To be implemented Fall 2013. Move to hybrid delivery method will also be assess re. impact on teamwork.</i></p>
<p>SLO3: Our graduates will have the necessary oral and written communication skills to effectively interact with their stakeholders.</p>	<p>A: Oral Communication Method: A rubric is used to assess student presentations and additionally peer assessment is reviewed on relevant item assessments on Learning Alliances.</p>	<p>Administration: Faculty members in MBA 553 Learning Alliance Integration use the rubric to assess all student presentations. This is conducted upon completion of the Learning Alliance and is generally done in the fall semester. Results are reviewed and changes made by the MBA Committee.</p>	<p>Appendix C.1 Oral communication rubrics continue to be assess in Learning Alliance presentations. Overall trend effective but focus needed on mechanics.</p>	<p>Task Force recommendations for revised PMBA program focused on needs for oral and written communication skills. Use of presentation software and virtual team facillatation software will be presented to new cohort students.</p>

<p>UNCW Goal 1</p>	<p>B: Written Communication Method: ETS Criterion online essay assessment is used.</p>	<p>Administration: This assessment is conducted every spring with students in the MBA 556 Executive Challenge course. Results are reviewed and changes made by the MBA Committee.</p>	<p>Appendix C.2 On-line assessment of student written communication skills terminated.</p>	<p>Metrics for on-line presentations and virtual teamwork communications being developed. Grant applied for (RECEIVED) and work progressing.</p> <p>Need to determine new metrics to assess written communications skills prior to introduction of revised PMBA program in Fall 2013.</p>
<p>SLO4: Our graduates will be able to apply knowledge in unfamiliar and dynamic circumstances through a conceptual understanding of relevant disciplines.</p> <p>UNCW Goal 1</p>	<p>A: Critical Thinking and Decision Making Method: Rubrics are used to assess both critical thinking and decision making.</p> <p>B: Integration Method: A rubric is used for integration.</p>	<p>Administration: Practicum projects (MBA 557 Industry Practicum) and MBA 556 Executive Challenge critical incident write-ups are evaluated against the rubrics by faculty members. These assessments are conducted each spring. Results are reviewed and changes made by the MBA Committee.</p> <p>Administration: Practicum projects (MBA 557 Industry Practicum) and MBA 556 Executive Challenge critical incident write-ups are evaluated against the rubrics by faculty members. These assessments are conducted each spring. Results are</p>	<p>Appendix D.1 Active based learning projects provide students with numerous decision making opportunities which are assessed in Learning Alliance, Practicum and Executive Challenge classes. Results good over all courses.</p> <p>Appendix D.2 Assessment of LA metrics and assessment of Executive Challenge (capstone course) projects were</p>	<p>Revision of program based on task force recommendations will continue focus on active based learning and applied skills and relevant assessment of decision making and critical thinking skills.</p> <p>Continued focus on applied skills in Learning Alliance, Practicum & Career development.</p> <p>Results indicate that students do a good job in integrating functional and macroenvironmental material in decision making. Integration metrics will continue to be</p>

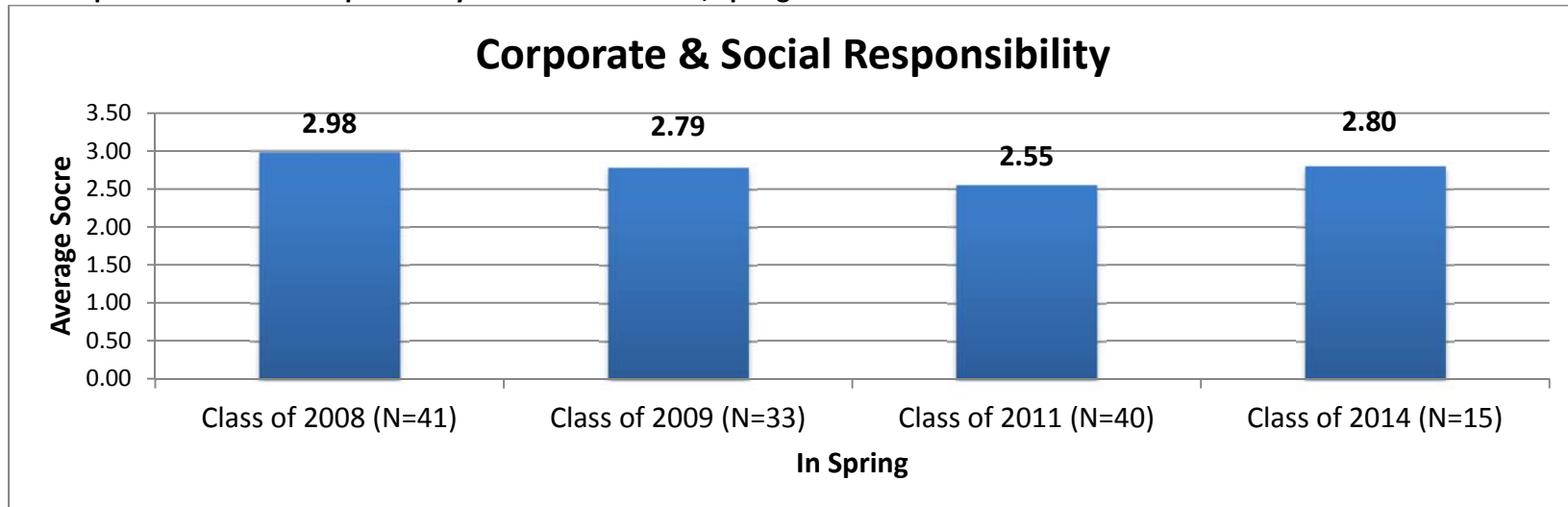
		reviewed and changes made by the MBA Committee.	completed for PMBA Class of 2011 (5/12)	used in revised PMBA program beginning Fall 2013.
<p>SLO5: Our graduates will have the capacity to adapt and innovate to solve problems, to cope with unforeseen events, and to manage in unpredictable environments.</p> <p>UNCW Goal 1</p>	<p>Method: a rubric is used for integration. Our Organizational Change course has been combined with Executive Challenge (MBA 556) which is where this SLO will be assessed.</p>	<p>Administration: Practicum projects (MBA 557 Industry Practicum) and MBA 556 Executive challenge critical incidents write-ups are evaluated against the rubrics by faculty members. These assessments are conducted each spring. Results are reviewed and changes made by the MBA Committee.</p>	<p>Appendix E.1 Continuation of critical incident exercises in Executive Challenge courses to assess students reactions to unforeseen events. Integration metrics shows trend upward but still absolutely low.</p>	<p>Integration scale to be utilized in other active based projects, e.g. LA and Practicum to assess multiple integration opportunities.</p> <p><i>First cohort in revised program began Fall 2013. First assessments taking place Spring 2015.</i></p>
<p>SLO6: Our graduates will demonstrate an understanding of global business practices that embrace the opportunities of multicultural, diverse environments, as they relate to local, national and global operations.</p> <p>UNCW Goal 3, 4</p>	<p>Method: Rubric used for assessment.</p>	<p>Administration: Project conducted in MBA 541 Marketing Decision Making is used for assessment by the faculty member. Assessment is conducted in Summer 1 session each year. Results are reviewed and changes made by the MBA Committee.</p>	<p>Appendix F.1 Cases on multinational corporations and global operations revealed lack of knowledge relative to FCPA and other issues relative to entering a foreign market, e.g. Alcatel in China.</p>	<p>Metrics and task force review of other programs has led to a new Global Strategy course being added to revised curriculum beginning in Fall 2014.</p> <p><i>Global Strategy class scheduled for Spr 2015.</i></p>

Appendix A: MBA SLO1 Findings

A1. Ethics Assessment Results, Spring 2014

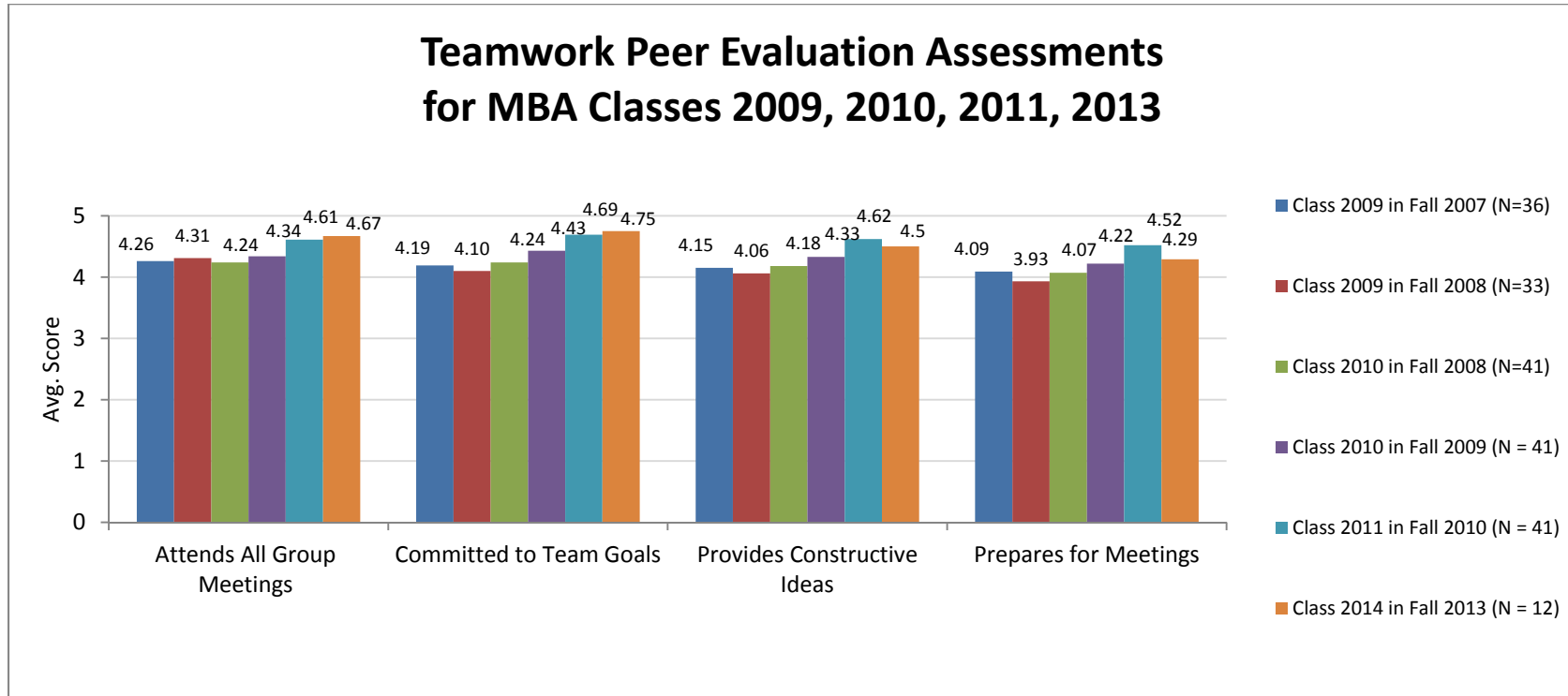


A2. Corporate and Social Responsibility Assessment Results, Spring 2014



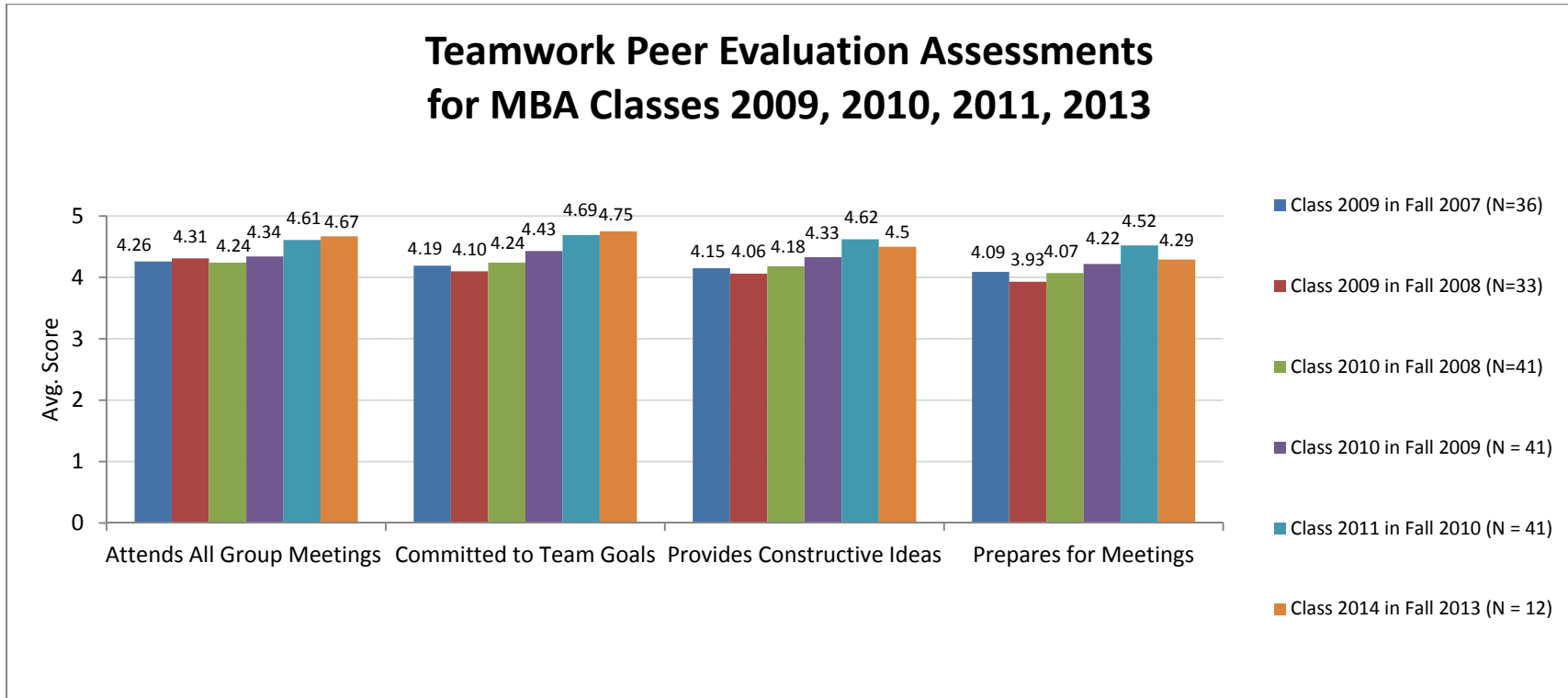
Appendix B: MBA SLO2 Findings

B.1 Teamwork Assessment Results, Fall 2013



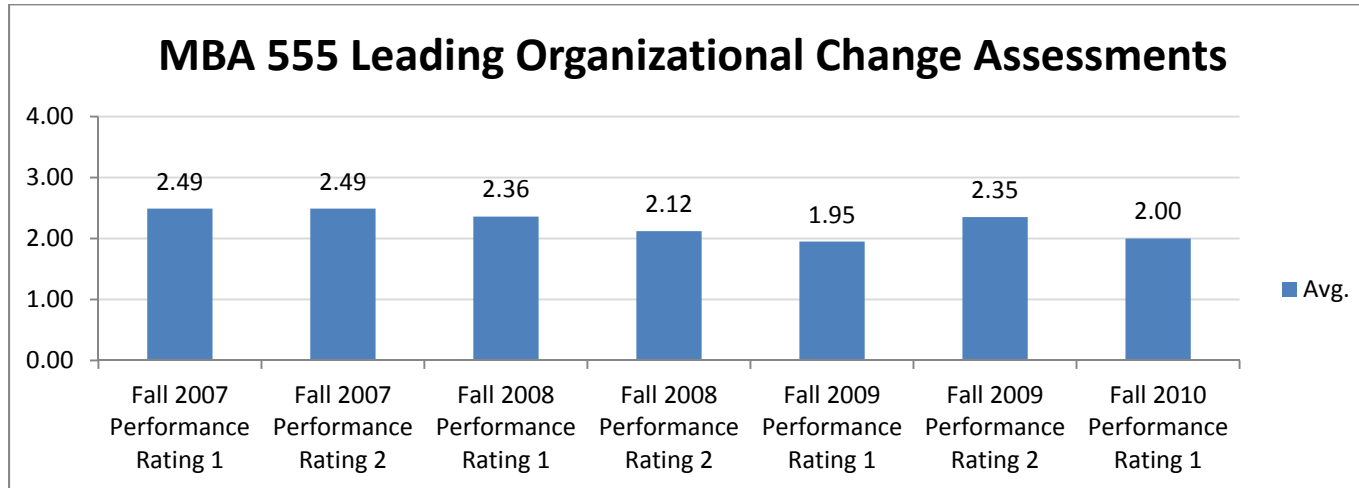
Rating Scale: 1 = poor performance level; 2 = below expected performance level; 3 = met expected performance level; 4 = exceeded expected performance level; 5 = superior performance level

B.2 Leadership Assessment Results, Fall 2013



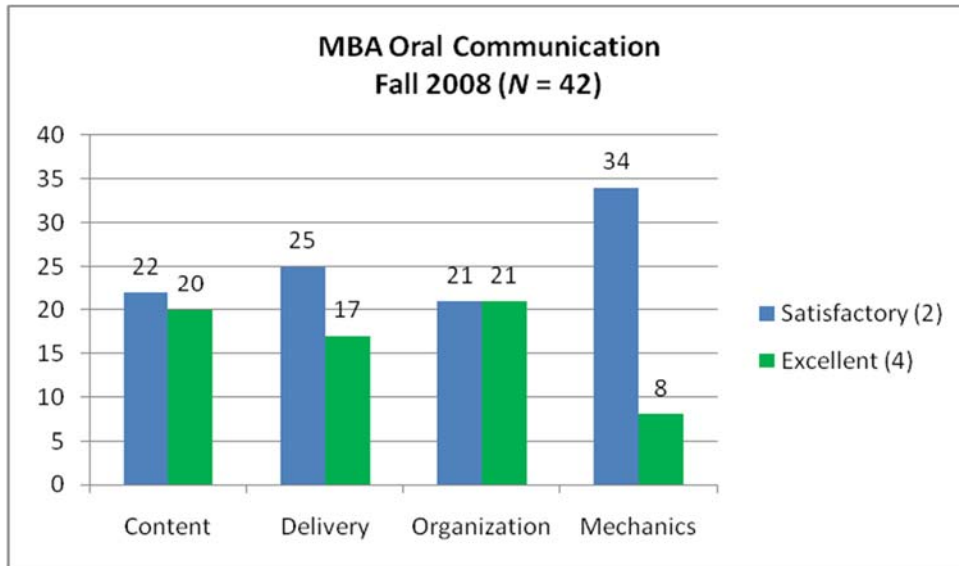
Rating Scale: 1 = poor performance level; 2 = below expected performance level; 3 = met expected performance level; 4 = exceeded expected performance level; 5 = superior performance level

B.3 Change Assessment Results, Fall 2010

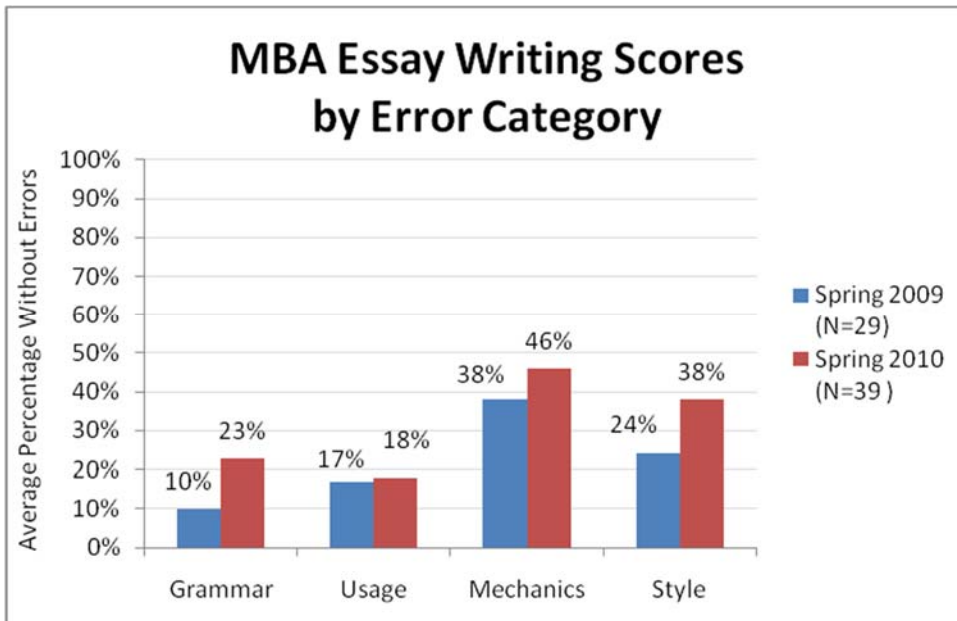
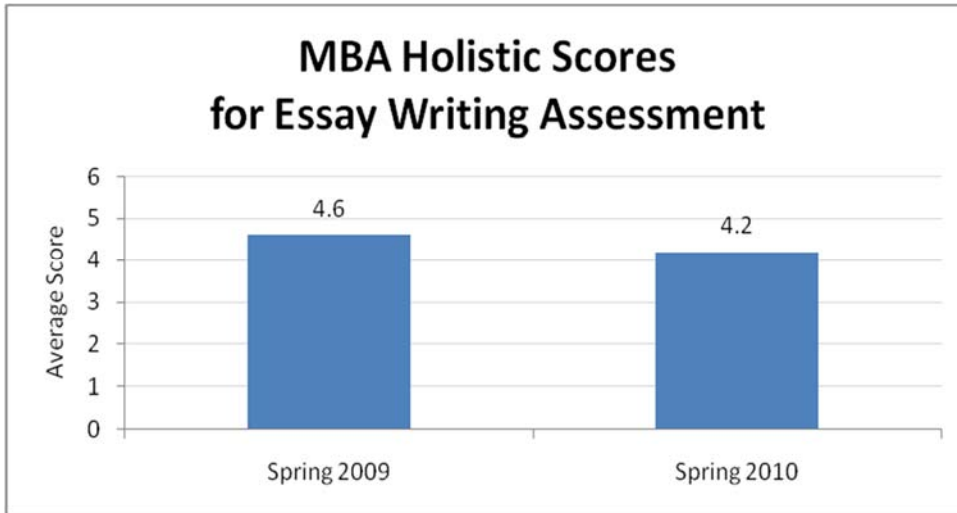


Appendix C: MBA SLO3 Findings

C.1 Oral Communication Assessment Results, Fall 2008

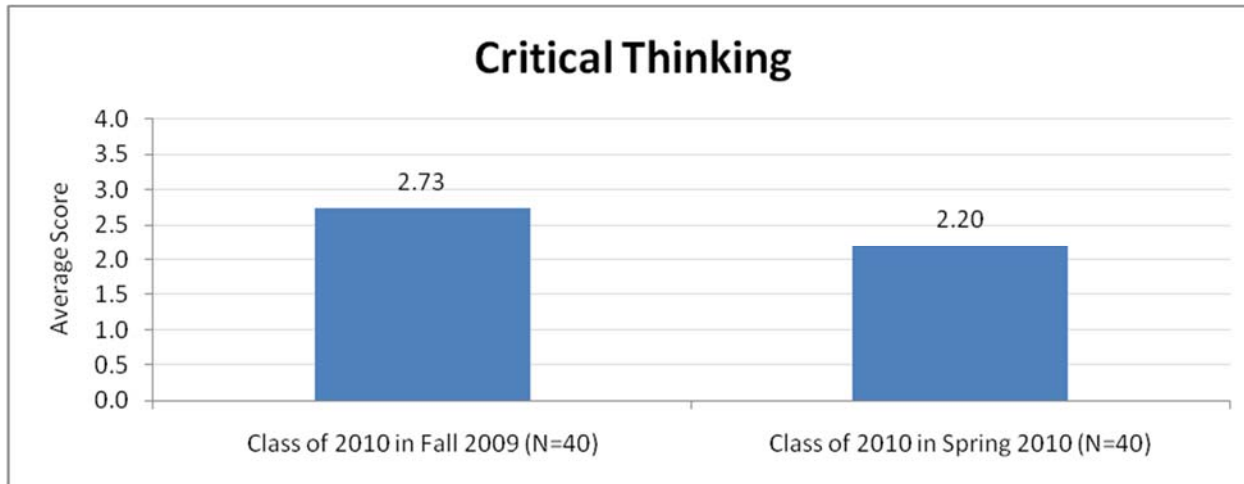


C.2 Written Communication Assessment Results, Spring 2010

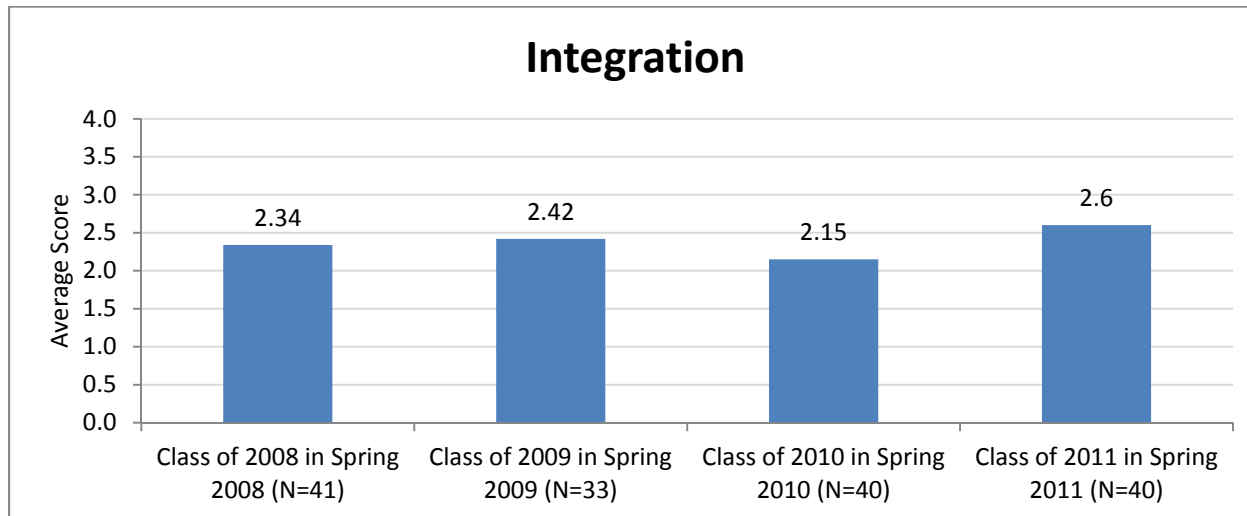


Appendix D: MBA SLO4 Findings

D.1 Critical Thinking Assessment Results, Spring 2010

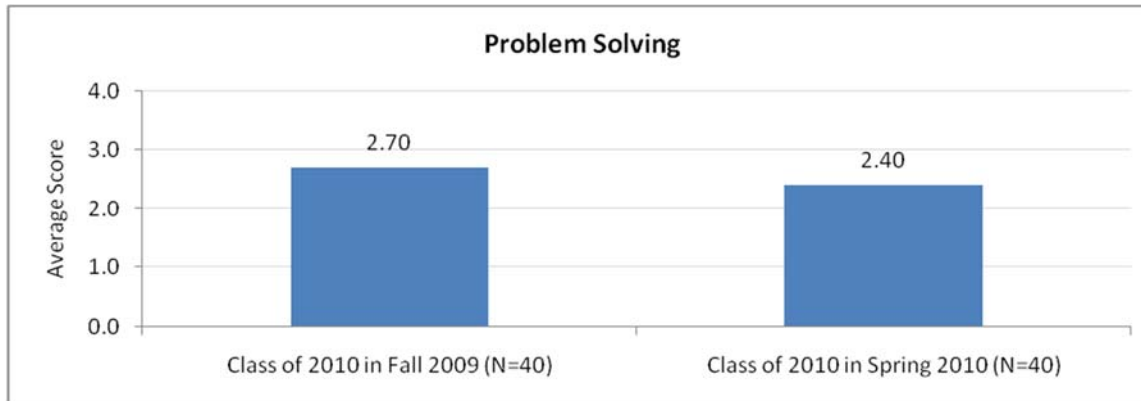


D.2 Integration Assessment Results, Spring 2011



Appendix E: MBA SLO5 Findings

E.1 Problem Solving Assessment Results, Spring 2010



Appendix F: MBA SLO6 Findings

F.1 Valuing Diversity Assessment Results, Spring 2011

