

# W. Frank Barton School of Business MBA 2007-2008 Assessment Plan

## A. Mission Statement

The Barton School of Business is committed to providing the highest level of quality graduate management education and producing MBA graduates capable of functioning at executive levels of responsibility in business, government, and not-for-profit organizations.

## B. Constituents

The graduate students in the MBA programs are the program constituents.

## C. Program Objectives

1. To ensure the enrollment of at least 60 qualified students into the program each year.
2. To provide qualified AACSB-level faculty for the program.
3. To provide an appropriate number of graduate courses for the program group.

## D. Educational Student Outcomes

1. Students will demonstrate skills in effective communication and team work.
2. Students will demonstrate skills in use and management of technology.
3. Students will demonstrate skills in effective management and leadership.
4. Students will demonstrate skills in critical thinking and problem solving.
5. Students will be exposed to and given assistance in understanding ethical practices and the concept of social responsibility.

## E. Assessment of Program Objectives

*All data collection, data analysis, and strategic activities related to program student outcome assessment is the responsibility of the Director of Graduate Studies.*

1. Objective 1 –Admission of qualified students

- § Maintain an average GMAT score of at least 520 for incoming Fall 2007 and Spring 2008 admissions cohort.
- § Admit only international applicants who meet the minimum TOEFL score of 570 (paper version), 230 (computer version) or 88-89 (Internet-based).

Assessment: Annual monitoring of admissions statistics

-Annual review of Faculty Activity Reports to assure that MBA faculty is meeting AACSB requirements.

3. Objective 3 – Number of Graduate Courses

- § The program must offer at least one section of each required MBA course during the Fall and Spring semester.

Assessment: -Review of MBA course schedules each semester prior to final submission to University registrar.  
-Review of Graduate School Exit Survey data (section B) upon it being received by the Graduate Studies in Business Office staff.

4. Objective 4 – Variety of Courses

- § The program must offer at least 20 sections of 600- or 800-level MBA electives during the course of an academic year
- § The program must ensure that sufficient concentration electives are offered to satisfy demand for the individual concentrations

Assessment: -Review of MBA course schedules each semester prior to final submission to University registrar.  
-Review of Graduate School Exit Survey data (section B) upon it being received by the Graduate Studies in Business Office staff.

5. Objective 5 - To ensure graduates are satisfied with the program in terms of knowledge gained.

- § Students will be asked to evaluate all MBA courses both at the end of each course and post-graduation.

Assessment: -Mandatory use of SPTE (Student Perceptions of Teaching Effectiveness) in MBA courses.  
-Annual administration of the AACSB/Educational Benchmarking (EBI) Survey for recent graduates. The EBI survey provides self-assessment information, comparative assessment information, and longitudinal assessment.  
-Periodic administration (every 3-5 years) of the Educational Benchmarking (EBI) Survey to alumni of program.  
-Review of Graduate School Exit Survey data

6. Objective 6 - To maintain appropriate student services for the “part-time” evening graduate student constituent group.

- § Offer advising, orientation, student activities, and assistance for students during normal work hours (8-5) and also until 7 p.m. at least one week night per week.

Assessment: -University employee time records.  
-Attendance levels at MBA events  
-Review of EBI surveys, feedback gained from MBA Student Advisory Board  
-Review of WSU Graduate School Exit Survey results.

## **F. Assessment of Educational Student Outcomes**

1. Students will demonstrate skills in effective communication and team work  
Assessment -An evaluation of each student's communication and team work skills will be conducted by the professor during the Strategy course.
2. Students will demonstrate skills in use and management of Technology  
Assessment: -Students will be evaluated based on their performance on exam items in the Information Technology course.
3. Students will demonstrate skills in effective management and leadership skills  
Assessment: -Students will be evaluated based on their performance on assignments in the Strategy course.
4. Students will demonstrate skills in critical thinking and problem solving  
Assessment: -Students will be evaluated based on their performance on an assignment in the Decision Making course.
5. Students will given exposure to and assistance in understanding ethical business practices and the concept of social responsibility.  
Assessment: -Student performance on selected business ethics assignments in MGMT 885 course will be evaluated.

## **G. Feedback loop used by faculty**

The Barton School Graduate Programs Committee is charged with the evaluation and modification of the graduate programs offered within the Barton School of Business. Committee composition is a faculty member from each of the five departments in the Barton School, the Associate Dean for Graduate Programs, a (non-voting) graduate student representative, and the program directors for each of the graduate programs in the college. Each departmental representative is charged with presenting departmental issues to the committee as a whole. Departmental representatives are then charged with conveying information about committee actions and discussions back to the members of their academic departments. The committee evaluates and approves/rejects curricular and policy changes made by program administration, faculty and departments with respect to the MBA, Executive MBA, Master of Accountancy, and Master of Arts Economics degree programs. Any actions of the Graduate Programs Committee are then presented to the entire Barton School faculty for approval. Assessment data is evaluated by this body and curriculum change recommendations are made as a result of assessment outcomes. The committee is responsible for reviewing and approving each program's annual report to the Graduate School and the incorporation of the report into the Barton School Annual Report required for AACSB ongoing accreditation.