

**School of Business
Assessment Plan
School Year 2006-2007
Revised March 2007**

M.B.A. DEGREE PROGRAM

I. PROGRAM MISSION STATEMENT

The mission of the School of Business is to provide high quality Indiana University education for the residents and employers of north central Indiana. The School's focus is to prepare students for effective and ethical leadership in an evolving global economy. The faculty is dedicated to excellence in teaching and continued intellectual growth through applied research, professional development, and service.

The undergraduate and M.B.A. curricula are based on the philosophy of balanced education, offering students high quality learning opportunities in professional fields integral to contemporary business and management. Courses are delivered in a distinctive learning environment with students of diverse ages, backgrounds, and aspirations in small class settings conducive to interactive learning experiences. The School of Business programs foster effective management of resources in contemporary organizations and prepare students for decision-making and leadership in a dynamic environment.

The mission of Indiana University Kokomo is "to meet the educational needs of north central Indiana through a broad spectrum of undergraduate programs leading to associate and baccalaureate degrees, a limited range of graduate offerings, and a wide variety of continuing education activities. As a part of Indiana University, the institution is committed to the attainment of excellence in all of its endeavors".

The School's mission fits with the focus of the University's mission to meet the educational needs of north central Indiana. Furthermore, in keeping with the institution's commitment to attainment of excellence the School's mission specifies the faculty's dedication to excellence in teaching, intellectual growth, and service.

II. PROGRAM GOALS AND LEARNING OUTCOMES

Goals of the M.B.A. program are driven by the mission of the School. The following goals were developed in Fall 2006.

A graduate of the Master in Business Administration program should be able to:

Goal 1. Critically and analytically reason and solve problems.

- Outcome 1.1 – Provide identification and formulation of problem
- Outcome 1.2 – Develop problem solution techniques
- Outcome 1.3 – Interpret and implement solution results

Goal 2. Communicate effectively.

- Outcome 2.1 – Write clearly and effectively for a business audience.
- Outcome 2.2 – Present clearly and persuasively to a business audience.
- Outcome 2.3 – Work in and lead teams.

Goal 3. Anticipate and analyze trends in the business environment.

- Outcome 3.1 – Recognize the effects of change in the economic and political environment.
- Outcome 3.2 – Recognize the effects of change in culture and demographics.

Goal 4. Approach organizational decisions in ethical, legal and socially responsible manner.

- Outcome 4.1 - Describe the concept of ethics and its applications.
- Outcome 4.2 - Describe the impact of the legal and regulatory environment on business.
- Outcome 4.3 - Describe the social responsibility of business.

Goal 5. Operate in dynamic and complex domestic and global organizational environments.

- Outcome 5.1 – Describe organizational synergies resulting from partnerships and alliances including mergers and acquisitions.
- Outcome 5.2 – Describe gains to trade and barriers to trade.
- Outcome 5.3 – Describe the international monetary system and the role of exchange rates.
- Outcome 5.4 – Describe the opportunities and threats that accompany globalization.

Goal 6. Demonstrate knowledge in the functional areas of business.

- Outcome 6.1 – Use financial statements to guide decision making.
- Outcome 6.2 – Apply cost behavior to solve business problems.
- Outcome 6.3 – Perform analysis of supply and demand and evaluate market outcomes.
- Outcome 6.4 – Evaluate the effects of fiscal and monetary policies.
- Outcome 6.5 – Describe the importance of quality and technology to gain a competitive advantage.
- Outcome 6.6 - Apply quantitative models and technology to support managerial decision making.
- Outcome 6.7 – Utilize valuation models in order to estimate the price of financial assets.
- Outcome 6.8 – Describe capital budgeting theory and the theory of capital structure.
- Outcome 6.9 – Develop a marketing mix to appeal to target markets.
- Outcome 6.10 – Describe marketing management and strategic market planning processes.
- Outcome 6.11 – Describe high performance Human Resources practices.
- Outcome 6.12 – Discuss current trends in organizational behavior and leadership concepts.

Goal 7. Integrate theory and application from various functional areas in an interdisciplinary approach.

Outcome 7.1 – Perform an internal analysis of an organization, using tools and concepts from various related disciplines.

Outcome 7.2 – Describe how functional areas interact to derive cross-functional synergies.

Outcome 7.3 – Integrate economic thinking and accounting data to make financial decisions.

III. Curriculum Map

Appendix A provides the curriculum map for the learning outcomes and their components. The map identifies which courses are used for assessment of the outcomes presented above.

IV. Assessment of student learning activities planned for the following academic year

Course-embedded Assessment

The learning outcomes of the undergraduate degree in business will primarily be assessed within the core curriculum of the degree. A curriculum map showing these outcomes, the classes in which they are taught, and the assessment mechanism is attached to this report (Appendix A). We intend to assess all outcomes in the course of 2006-07, either in the Fall or in the Spring semester.

Since many learning outcomes, especially 6.1-6.12, are discipline-specific, the faculty teaching in the corresponding area determine the assessment mechanism and benchmarks. The faculty will use specific questions on their quizzes or exams to track student performance for each outcome assessed in a course. The faculty will then submit a report with summary data to the Assessment Committee of the School at the end of each semester. The Assessment Committee will prepare a summary report based on the data collected from faculty. The summary report will identify the level of achievement of learning outcomes and their components.

For every component that falls short of achieving the benchmark level identified as acceptable, the faculty teaching in the area will submit a brief review of observed problems and proposed improvements.

National tests

The School has begun to administer the ETS test for MBA Students in J560 (capstone) class in Spring 2005 and will continue to administer the test once a year in its capstone class. The Assessment Committee of the School reviews the results. The ETS test is used to provide external validation to the School's assessment activities.

The faculty of the School requested a copy of the test from the ETS, and examined the test questions to establish a link with the program outcomes. Faculty members in all areas participated to evaluate the ETS test questions. ETS reports test results as five assessment indicators measuring different aspects of the MBA program. Appendix B presents a mapping of the ETS assessment indicators to the

School's program outcomes. The data received from the ETS test will measure student performance on these specific outcomes. Please refer to the table in Appendix B for details.

Since, the ETS data is reported in the five assessment indicators for Business, this is the unit of data used in our assessment. The faculty will examine the scores for each assessment indicator, and use the map presented in Appendix B to trace the score back to the program outcomes.

In summary, the results of course-embedded assessment will be used in conjunction with the national examination of graduates (ETS test), and surveys of alumni to evaluate the attainment of program goals and objectives.

V. Ongoing Assessment

The Assessment plans for the School of Business at Indiana University Kokomo are mission-driven responses to the need for data to measure and implement program improvement. The faculty of the School of Business at Indiana University Kokomo will strive to carefully evaluate the data gathered and affect the necessary improvements in courses or curricula. This data will be used as a cornerstone in the School's continuous improvement process that is the foundation of its AACSB accreditation. We are proud that we involved all of the School of Business faculty members in developing, assessing and adapting curriculum. Thus, assessment is an ongoing process and the plan itself will be under regular evaluation as part of the process.

The following resources are requested from CTLA to support the assessment efforts of the School.

(1) ETS test cost for undergraduate students in 2006-07:	24 @ \$25 = \$600
(2) ETS test cost for M.B.A. students in 2006-07:	13 @ \$30 = <u>\$390</u>
Total:	\$990

Objectives/Outcomes		D542	E520	F542	J542	J560	M560	M570	Z542
CRITICAL/ANALYTICAL REASONING									
Identification and formulation of problem	1.1			X				X	
Develop problem solution techniques	1.2			X				X	
Interpret solution results	1.3			X				X	
COMM AND ORG MGMT SKILLS									
Write clearly and effectively	2.1				X		X		X
Present clearly and persuasively	2.2				X		X		X
Work in and lead teams	2.3				X				X
ANALYZE TRENDS IN BUS ENVIRONMENT									
Economic and political change	3.1					X			
Change in culture and demographics	3.2					X			
ETHICAL, LEGAL, SOCIAL RESPONSIBILITY									
Concept of ethics	4.1				X				
Legal and regulatory environment	4.2				X				
Social responsibility of business	4.3				X				
DYNAMICS OF DOMESTIC AND GLOBAL ORGANIZATIONAL ENVIRONMENT									
Synergies resulting from partnerships	5.1					X			
Gains to trade, barriers to trade	5.2		X						
Exchange Rates	5.3		X						
Globalization and competitive advantage	5.4					X			
ORGANIZATIONAL AND FUNCTION-RELATED STRATEGIES									
Financial statements in decision making	6.1	X							
Cost behavior	6.2	X							
Supply and demand	6.3		X						
Inflation, unemployment and GDP	6.4		X						
Quality, technology	6.5							X	
OM concepts and techniques	6.6							X	
Valuation models	6.7			X					
Capital budgeting theory	6.8			X					
Segment product-markets / marketing mix	6.9						X		
Marketing management / strategic market planning	6.10						X		
High performance Human Resources practices	6.11								X
Organizational behavior	6.12								X
INTEGRATIVE / INTERDISCIPLINARY									
Internal analysis of an organization	7.1					X			
Interaction of functional areas	7.2					X			
Economic thinking and accounting data in decisions	7.3	X							

Objectives/Outcomes		Marketing	Management	Finance	Managerial Accounting	Strategic Integration
CRITICAL/ANALYTICAL REASONING						
Identification and formulation of problem	1.1					X
Develop problem solution techniques	1.2					X
Interpret solution results	1.3					X
COMM AND ORG MGMT SKILLS						
Write clearly and effectively	2.1					
Present clearly and persuasively	2.2					
Work in and lead teams	2.3					
ANALYZE TRENDS IN BUS ENVIRONMENT						
Economic and political change	3.1					X
Change in culture and demographics	3.2					
ETHICAL, LEGAL, SOCIAL RESPONSIBILITY						
Concept of ethics	4.1					X
Legal and regulatory environment	4.2					
Social responsibility of business	4.3					X
DYNAMICS OF DOMESTIC AND GLOBAL ORGANIZATIONAL ENVIRONMENT						
Synergies resulting from partnerships	5.1					X
Gains to trade, barriers to trade	5.2					
Exchange Rates	5.3					
Globalization and competitive advantage	5.4					
ORGANIZATIONAL AND FUNCTION-RELATED STRATEGIES						
Financial statements in decision making	6.1				X	
Cost behavior	6.2				X	
Supply and demand	6.3					
Inflation, unemployment and GDP	6.4					
Quality, technology	6.5		X			
OM concepts and techniques	6.6		X			
Valuation models	6.7			X		
Capital budgeting theory	6.8			X		
Segment product-markets / marketing mix	6.9	X				
Marketing management / strategic market planning	6.10	X				
High performance Human Resources practices	6.11		X			
Organizational behavior	6.12		X			
INTEGRATIVE / INTERDISCIPLINARY						
Internal analysis of an organization	7.1		X			
Interaction of functional areas	7.2					
Economic thinking and accounting data in decisions	7.3					
Appendix B. Coverage of program outcomes in the ETS Major Field Test for MBA						
Note: The ETS test reports scores in five assessment indicators. The table reports which outcomes are covered in each assessment indicator score.						