

# MBA Assessment Plan

Therefore, students who complete the MBA program at IUSB will demonstrate knowledge and skills in:

	Learning Goals:	Post-Test: ETS	Capstone Assessment	Exit Interview	Alumni Survey	Employer Survey
1.	Designing, managing, and improving core operations in manufacturing and service organizations;	DM	DM	IM	IM	IM
2.	Identifying information needs of management for decision making;	DM	DM	IM	IM	IM
3.	Analytical reasoning, statistical analysis and management science, and reflective thinking to support decision making;	DM	DM	IM	IM	IM
4.	Identifying and researching problems and opportunities, recognizing and applying proper tools to generate alternative solutions, and comparing and contrasting alternatives to reach a final solution;	DM	DM	IM	IM	IM
5.	Understanding one's ethical responsibilities to society, and recognizing, analyzing, integrating, and resolving ethical problems related to decision making;	DM	DM	IM	IM	IM
6.	Understanding the impact of decisions on organizations, economies, and management;	DM	DM	IM	IM	IM
7.	Leadership as reflected by the ability to influence, inspire, and motivate individuals and groups to achieve the organization's goals;	DM	DM	IM	IM	IM
8.	Transforming organizational strategy into highly effective performance through information management;	DM	DM	IM	IM	IM
9.	Communicating, orally and in writing, with individuals with diverse backgrounds in professional work environments;	DM	DM	IM	IM	IM
10.	Understanding multicultural diversity and working with people of diverse backgrounds in professional work environments both as a team member and a team leader;	DM	DM	IM	IM	IM
11.	Integrating business data with core business knowledge in making tactical and strategic business decisions in unpredictable environments;	DM	DM	IM	IM	IM
12.	Identifying, interpreting, and evaluating the impacts that legal, social, global, and diversity related issues have on business decisions;	DM	DM	IM	IM	IM
13.	Financial theories, analysis and accounting, and understanding domestic and global economic environments of the organizations;	DM	DM	IM	IM	IM
14.	Creating value through integrated production, marketing, and distribution of goods, services, and information;	DM	DM	IM	IM	IM

DM: Direct assessment of learning goals

IM: Indirect assessment of learning goals

## **IV. ASSESSMENT MEASURES**

### 1. Post-test as a direct measure:

Every graduating MBA student needs to pass a comprehensive post-test. The test is developed by Educational Testing Services and our students' performance is reported in relation to other students taking the same test. Results are also reported by specific disciplines to help faculty make adjustments in their curriculum and teaching methods. Please see the attachment for the results of the post-test.

### 2. Capstone assessment as a direct measure:

Every student takes the capstone class, E510 – Business Policy, as close to graduation as possible. The instructor in the course does an evaluation of certain key skills that we expect graduating students to have developed over their time in the program. Students also have a chance to evaluate their skills and provide comments on how we can improve our program. Please see the attachment for the results of this analysis.

### 3. Exit interviews as an indirect measure:

SBE conducts small group discussions with graduating MBA students. One such session was held over the last two years. Professor Connie Deuschle from the School of Education was the moderator of the session. Connie met with the SBE Planning and Assessment committee to report the outcomes of her session. This provided a basis for input into how we can better serve our students. Please see the attachment for the results of this exercise.

### 4. Alumni survey as an indirect measure:

SBE conducted an alumni survey in spring 2006. Graduates responded to a series of structured questions and were provided a chance to include written comments too. Participants broke down as follows: over 66% undergraduate alumni, over 25% Master of Business Administration alumni, over 4% MSA alumni, and about 4% were Master of Science in Management of Information Technologies alumni. Overall, MBA students were satisfied with the education they received. Please see the attachment for the results of this survey.

### 5. Employer survey as an indirect measure:

SBE conducts an employer focus group/survey every three to five years. The plan is to conduct such a survey in 2008. Results from this exercise will be used to make changes and improve our program.