

Summary of Assessment Report: Business Administration (M.B.A.)

2006-2007

Assessment Highlights for the M.B.A. Program

The School of Business established a set of program goals and learning outcomes for the M.B.A. program and continues collection of assessment data to measure student achievement of these outcomes. In the past school year 2007-08, we used course-embedded assessment techniques to gather data on twenty-six learning outcomes in eight core M.B.A. courses. The faculty used benchmarks to evaluate the data, and establish whether the student learning in an outcome is Excellent, Satisfactory, or Needs Improvement. Student performance was strong in 2007-08. Fifteen outcomes demonstrated Excellent performance, while the other eleven outcomes were Satisfactory.

The School also used the ETS Major Field Test for M.B.A. to measure the knowledge and skills of all M.B.A. graduates in Spring 2008. The results of this standardized ETS test taken by the graduates provide external validation to our course-embedded assessment data. The School's graduates performed very strongly on this national test, where their performance can be compared to graduates of other top M.B.A. programs. In particular, the average score of IU Kokomo M.B.A. students was in the 95 th percentile in Spring 2008 compared to all institutions participating in the ETS testing - 157 institutions and 8,931 students. The students performed better than the 90th percentile for M.B.A. graduates in all five areas measured by the ETS test.

In 2008-09, we continue to collect course-embedded assessment data. We completed a two-year cycle of data collection that focused mainly on knowledge and skills in the areas of business, and now shift the focus of assessment to evaluating general skills starting with communication skills in 2008-09. All graduates also continue to take the ETS Major Field Test in the Spring semester. The assessment results are continually evaluated by the Assessment Committee of the School, and faculty in the appropriate areas.

2005-2006

In 2005-2006, the School of Business established a set of program goals and outcomes for its M.B.A. program and began collection of assessment data to measure student achievement of these outcomes. We used course-embedded assessment techniques to gather data on nineteen outcomes in four core M.B.A. courses. We collected assessment data in the Spring 2006 semester. The faculty used benchmarks to evaluate the data, and establish whether the student learning in an outcome is Excellent, Satisfactory, or Needs Improvement. Student performance was strong in Spring 2006. Six outcomes demonstrated Excellent performance, while the other thirteen outcomes were Satisfactory.

The School also used the ETS Major Field Test for M.B.A. to measure the knowledge and skills of all M.B.A. graduates in Spring 2006. The results of the standardized ETS test taken by the graduates provide external validation to our course-embedded assessment data. The School's graduates performed very strongly on this national test, where their performance can be compared to graduates of other top M.B.A. programs. In particular, the average score of IU Kokomo M.B.A. students was in the 75 th percentile in Spring 2006 compared to all institutions participating in the ETS testing - 109 institutions and 3,530 students in 2005-2006. The students performed better than the national average for M.B.A. graduates in all five areas measured by the ETS test. They also exhibited a significant improvement over the performance recorded in Spring 2005.