

Indiana University Kokomo
School of Business
M.B.A. Program
Assessment Report
Academic Year 2021-22

I. BRIEF SUMMARY OF ASSESSMENT PLAN

Highlights of the M.B.A. Program Assessment Plan and Results

Assessment and assurance of student learning is a top priority for the IU Kokomo School of Business. The School established its Curriculum Management and Assurance of Learning (CMAL) Committee to ensure formal integration between assessment and curriculum decisions. The School regularly performs a formal M.B.A. curriculum review using assessment data as well as surveys of its stakeholders. Curriculum changes at the School are informed by the assessment results.

In the academic year 2021-22, the School performed a complete review and revision of the M.B.A. graduate program goals and learning outcomes and started a new cycle of assessment data collection in order to measure student achievement in these outcomes. In the M.B.A. program, the School continued to use course-embedded assessment techniques to gather data on the achievement of program-level learning goals and outcomes in core graduate courses. The faculty utilized assessment forms for data collection and used benchmarks to evaluate student performance and establish whether the student learning in an outcome was Excellent, Acceptable, or Needs Improvement.

As an external assessment instrument, the School also continued to use the ETS Major Field Test for M.B.A. to measure the knowledge and skills of program graduates. The results of this national standardized ETS test allow for the comparison of our graduates to a national sample. There were 19 graduates taking the test in Spring 2022, and the mean performance for the cohort was at the 66th percentile compared to all institutions participating in the ETS testing. The ETS sample includes 35,162 students from 227 institutions.

The following are the highlights of our assessment of student learning in the M.B.A. program:

- Mission, Program Goals, and Learning Outcomes are regularly reviewed and updated
- Course-embedded assessment data are collected every academic year
- 100 percent of the School's graduate program faculty participate in the assessment of student learning over the assessment cycle
- External standardized testing is performed periodically with the ETS Major Field Test
- Curriculum Management and Assurance of Learning Committee oversees all assessment activities
- Assessment results are reviewed by all faculty in regular faculty meetings
- Assessment data inform strategic planning and regular curriculum reviews

Goals and Outcomes Assessed in 2021-22

During this academic year, the School continued its cycle of course-embedded assessment of learning outcomes. Specifically, in Fall 2021, the School performed a complete review and revision of the M.B.A. graduate program goals and learning outcomes. In Spring 2022, data on mapping the learning outcomes with assessment tools in core undergraduate courses were collected. Course-embedded

assessment techniques were used to gather data on the achievement of every program-level learning goal and outcome in core undergraduate courses.

A full description of the assessment plan is available in the School's graduate program Assessment Plan document. The list of goals and outcomes is presented below.

A graduate of the Master in Business Administration (M.B.A.) 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. Approach organizational decisions in ethical, legal and socially responsible manner

Outcome 3.1 – Identify ethical dilemmas and assess impact on stakeholders

Outcome 3.2 – Analyze the impact of the legal and regulatory environment on business

Outcome 3.3 – Discuss the social responsibility and inclusiveness of business

Outcome 3.4 – Recognize cultural differences and diverse perspectives

Goal 4. Operate in dynamic and complex domestic and global organizational environments

Outcome 4.1 – Analyze organizational synergies resulting from partnerships and global alliances

Outcome 4.2 – Analyze the opportunities and threats that accompany globalization

Goal 5. Demonstrate knowledge in the functional areas of business

Outcome 5.1 – Students will understand concepts in the functional areas of business including Accounting, Economics, Finance, Management, Marketing, and Operations

Outcome 5.2 – Students will apply concepts in the functional areas of business including Accounting, Economics, Finance, Management, Marketing, and Operations

Goal 6. Integrate theory and application from various functional areas in an interdisciplinary approach

Outcome 6.1 – Perform competitive analysis and internal analysis of an organization, using the tools and concepts from various functional disciplines

Outcome 6.2 – Apply knowledge from various functional areas of business to derive cross- functional synergies

II. ASSESSMENT METHODS

Course-embedded Assessment

The School uses a combination of course-embedded assessment tools and external standardized test. For the learning goals and outcomes described in Section I, a course-embedded system of assessment is used to collect data on student performance in Spring 2022 and Summer 2022. The Curriculum Map is provided in Appendix A. This Map demonstrates which specific courses are used for data collection for each of the learning outcomes. A complete description of the School's assessment methods is provided in the Assessment Plan document.

The faculty identified assessment instruments such as projects, assignments, or exams that are used for the data collection on each of the learning outcomes. The School's Curriculum Management and Assurance of Learning (CMAL) Committee developed the assessment forms to evaluate the learning outcomes in each of the courses. The forms identify the achievement of each learning outcome in the following categories – Excellent, Acceptable, or Needs Improvement. The faculty completed the forms and returned them to the committee. A summary of all course-embedded assessment results for each of the outcomes is presented in Appendix B.

National Standardized Test

The School also required its M.B.A. program graduates to take the standardized Educational Testing Service (ETS) exam for M.B.A. students. This ETS test provides an opportunity to compare our students' performance to a national sample of M.B.A. program graduates. The ETS sample includes 35,162 students from 227 institutions. The test is a 3-hour exam that tests for graduate-level knowledge in Marketing, Management, Finance, Accounting, and Strategic Integration of business concepts.

The School's faculty teaching in the M.B.A. program and the Curriculum Management and Assurance of Learning Committee review the ETS test data as an additional measure of achievement of the learning outcomes. The data from the ETS exam also provide external validation to the course-embedded assessment data.

III. DESCRIPTION OF ASSESSMENT RESULTS

The course-embedded assessment results for this academic year are presented in appendix B and the ETS test results for the M.B.A. program graduates are summarized in Appendix C.

Course-embedded Assessment

In the M.B.A. program, there were five program goals assessed in the academic year 2021-22. These goals were further linked to multiple components of learning outcomes. The results were overall positive with nine of the components rated at the Excellent level and eleven of the components rated at the Acceptable level. No components were identified as needing improvement.

The M.B.A. program benchmarks for Excellence are set at the 85-percent level and for Acceptable performance at the 70-percent level. Overall, the results demonstrate that student performance reaches or exceeds the level of the faculty's expectations for the learning outcomes and components assessed in this academic year.

National Standardized Test

The results of the ETS test for M.B.A. taken by the program graduates are presented in Appendix C. In particular, there were 19 graduates taking the test in Spring 2022 and the mean performance for this group was at the 66th percentile compared to all institutions participating in the ETS testing for M.B.A. The ETS sample includes 35,162 students from 227 institutions. The Spring 2022 group scored significantly higher than the Fall 2020 group of students and the overall cohort performance was above the national average.

In this academic year, the highest performance on the ETS test assessment indicators was observed in Finance, scoring at the 78th percentile. The areas of Management, Accounting, and Strategic Integration were also above the 69th percentile. The lowest scores this year were observed in Marketing. The faculty teaching Marketing courses have reviewed the test components and adjusted the topics coverage of the graduate Marketing courses. There was an improvement in this area from the previous instances of the test. The Curriculum Management and Assurance of Learning Committee continues to monitor student performance in this area.

IV. USING ASSESSMENT FOR PROGRAM IMPROVEMENT

The School's faculty focus on the continuous improvement of the program and the assessment process itself. Program improvement in response to the assessment results is an important part of our overall assessment plan. If the benchmark is not reached for a particular outcome, the faculty teaching the course will identify the reason, consider changes to the course, and discuss the proposed changes with the Curriculum Management and Assurance of Learning Committee of the School. A similar process is successfully used in the assessment of the undergraduate Business program. Faculty members also use assessment data on their own to adjust teaching in their courses.

V. DISSEMINATION OF RESULTS

The School disseminates assessment results to stakeholders in several ways. The Curriculum Management and Assurance of Learning (CMAL) Committee collects and reviews all assessment results. The co-chair of this committee presents a summary of assessment activities to the School's faculty and staff at regular School of Business meetings. a copy of this report is submitted to the IU Kokomo Office of Academic Affairs and the IU Kokomo Faculty Senate Assessment Committee.

The School also maintains an assessment website with complete information on the School's assessment activities. The information on this website includes assessment highlights for the undergraduate Business program and the M.B.A. program, the list of learning outcomes for the undergraduate and M.B.A. programs, and the results of the ETS testing of the School's graduates. The current address of the School's assessment web page is:

<https://www.iuk.edu/business/resources/program-assessment.html>

APPENDIX A. LEARNING OUTCOMES CURRICULUM MAP

		D542	F542	J561	M570	K542
Goal 1.	Critical/Analytical Reasoning					Data Assignment/HW
Outcome 1.1	Provide identification and formulation of problem	Disc, Quiz, Test	Disc, Quiz, Test		Problems, Cases, Projects, Exams	Data Assignment/HW
Outcome 1.2	Develop problem solution techniques	Disc, Quiz, Test	Disc, Quiz, Test		Problems, Cases, Projects, Exams	Data Assignment/HW
Outcome 1.3	Interpret and implement solution results	Disc, Quiz, Test	Disc, Quiz, Test			
Goal 2.	Communicate Effectively					
Outcome 2.1	Write clearly and effectively					
Outcome 2.2	Present clearly and persuasively			presentations		
Outcome 2.3	Work in and lead teams					
Goal 3.	Ethical, Legal, Social Responsibility					
Outcome 3.1	Identify ethical dilemmas					Group Discussions
Outcome 3.2	Legal and regulatory environment					
Outcome 3.3	Social responsibility of business					Group Discussions
Outcome 3.4	Recognize cultural differences and diversity					Group Discussions
Goal 4.	Dynamic Global Organizational Environment					
Outcome 4.1	Synergies resulting from global alliances					
Outcome 4.2	Opportunities and threats of globalization					
Goal 5.	Knowledge in the functional areas of business					
Outcome 5.1	Understand concepts in the functional areas of business					
	Accounting	Disc, Quiz, Test				
	Economics					
	Finance		Disc, Quiz, Test			
	Management					
	Marketing					
	Operations				Problems, Cases, Projects, Exams	HW
Outcome 5.2	Apply concepts in the functional areas of business					
	Accounting	Disc, Quiz, Test				
	Economics					
	Finance		Disc, Quiz, Test			
	Management					
	Marketing					
	Operations				Problems, Cases, Projects, Exams	HW
Goal 6.	Integrative/Interdisciplinary					
Outcome 6.1	Competitive and internal analysis of organization	Disc, Quiz, Test	Disc, Quiz, Test	simulation		
Outcome 6.2	Describe interaction of functional areas	Disc, Quiz, Test	Disc, Quiz, Test	presentations		

APPENDIX B. COURSE-EMBEDDED ASSESSMENT RESULTS

IU Kokomo School of Business Assessment Results - M.B.A. Program - AY 2021=22

	Objectives/Outcomes	Course	Excellent	Acceptable	Needs Improvement	Score	Benchmark (Excellent / Acceptable)
Goal 1.	Critical/Analytical Reasoning						
Outcome 1.1	Provide identification and formulation of problem	D542/F542/K542/M570	x	x		NA/NA/NA/81%	85%/70%
Outcome 1.2	Develop problem solution techniques	D542/F542/K542/M570	x	x		NA/NA/NA/85%	85%/70%
Outcome 1.3	Interpret and implement solution results	D542/F542/K542/M570	x	x		NA/NA/NA/84%	85%/70%
Goal 2.	Communicate Effectively						
Outcome 2.1	Write clearly and effectively						85%/70%
Outcome 2.2	Present clearly and persuasively	J561	x			90%	85%/70%
Outcome 2.3	Work in and lead teams						85%/70%
Goal 3.	Ethical, Legal, Social Responsibility						
Outcome 3.1	Identify ethical dilemmas	K542	x			NA	85%/70%
Outcome 3.2	Legal and regulatory environment						85%/70%
Outcome 3.3	Social responsibility of business	K542	x			NA	85%/70%
Outcome 3.4	Recognize cultural differences and diversity	K542	x			NA	85%/70%
Goal 4.	Dynamic Global Organizational Environment						
Outcome 4.1	Synergies resulting from global alliances						85%/70%
Outcome 4.2	Opportunities and threats of globalization						85%/70%
Goal 5.	Knowledge in the functional areas of business						
Outcome 5.1	Understand concepts in the functional areas of business						85%/70%
	Accounting	D542		x		NA	85%/70%
	Economics						85%/70%
	Finance	F542		x		NA	85%/70%
	Management						85%/70%
	Marketing						85%/70%
	Operations	K542/M570		x		NA/84%	85%/70%
Outcome 5.2	Apply concepts in the functional areas of business						85%/70%
	Accounting	D542		x		NA	85%/70%
	Economics						85%/70%
	Finance	F542		x		NA	85%/70%
	Management						85%/70%
	Marketing						85%/70%
	Operations	K542/M570		x		NA/83%	85%/70%
Goal 6.	Integrative/Interdisciplinary						
Outcome 6.1	Competitive and internal analysis of organization	F542	x	x		91%/NA/NA	85%/70%
Outcome 6.2	Describe interaction of functional areas	J561/D542/F542	x	x		93%/NA/NA	85%/70%

APPENDIX C. ETS MAJOR FIELD TEST RESULTS

**INDIANA UNIVERSITY KOKOMO
SCHOOL OF BUSINESS**

Assessment of Student Learning with ETS Major Field Test

The data show the results of IU Kokomo MBA students in ETS Major Field Tests. The numbers represent percentile rank scores for all categories and for each category separately. Currently, the students take the Major Field Test for MBA focusing on MBA-specific knowledge and skills. The most recent sample for the test includes 35,162 students from 227 institutions nationwide.

Percentile scores are listed in the table	Spring 2008	Spring 2009	Spring 2010	Spring 2011	Spring 2013	Spring and Fall 2014	Spring 2015	Fall 2015 and Spring 2016	Fall 2016 and Spring 2017	Fall 2019 and Spring 2020 (FCA)	Fall 2020	Spring 2022
Number of students	13	19	27	11	19	16	32	26	20	25	17	19
Overall IUK Percentile	95	85	95	90	80	51	34	29	24	65	34	66
Marketing	95	80	95	80	57	48	30	23	6	42	30	51
Management	95	80	95	85	77	40	21	17	17	67	43	70
Finance	90	85	85	95	74	58	52	52	64	83	36	78
Managerial Accounting	95	90	95	90	91	78	30	45	19	67	36	70
Strategic Integration	95	80	90	90	65	45	42	26	22	69	28	69

In prior years, the MBA students also took the ETS Business Major Field Test in order to measure the knowledge in the areas of Business to complement the MBA MFT tests taken in other years. These results appear below and show percentile ranks for each area. The most recent sample includes 103,363 students at 515 institutions nationwide.

Percentile scores	Spring 2012	Fall 2017 and Spring 2018	Fall 2018 and Spring 2019
Number of students tested	17	20	17
Overall IU Kokomo Percentile	91	76	66
Accounting	96	91	89
Economics	90	90	72
Management	86	17	51
Quantitative Analysis	75	85	96
Finance	94	98	70
Marketing	75	24	23
Legal/Social Environment	59	44	55
Information Systems	97	93	39
International Issues	70	90	62