

# **Academic Assessment Plan**

**Sam M. Walton College of Business**

**Master of Business Administration (M.B.A.)**

**AACSB Assurance of Learning Cycle: 2011-2016**

## **Program Goals and Learning Objectives**

### **COMMUNICATION**

Graduates of the MBA programs at the Sam M. Walton College of Business will possess strong persuasive communications skills, both individual and as part of a team.

*Learning Objective 1 (Written Comm):* Students will prepare business documents for a professional audience.

*Learning Objective 2 (Oral Comm):* Students will prepare and present business documents or findings to a professional audience.

### **CRITICAL THINKING/PROBLEM SOLVING**

Graduates of the MBA programs at the Sam M. Walton College of Business will be able to employ strategic approaches to solve managerial challenges, synthesize information, and recommendations that support achievement of organizational goals and address potential opportunities.

*Learning Objective (CTPS):* Students will demonstrate critical thinking and strategic problem solving skills through systematic and objective consideration of business related problems.

### **TECHNICAL COMPETENCE (Discipline Knowledge)**

Graduates of the MBA programs at the Sam M. Walton College of Business will be able to collect, organize, and analyze relevant economic, financial, marketing, legal, and technical information using appropriate tools and strategies.

*Learning Objective (TCDK):* Students will demonstrate effectively analysis strategies, using appropriate information and tools, to manage a complex business environment.

### **ETHICAL AWARENESS**

Graduates of the MBA programs at the Sam M. Walton College of Business will be able to recognize, evaluate, and address ethical consequences of business decisions.

*Learning Objective (Ethics):* Students will demonstrate the ability to recognize and explain ethical consequences of business decisions.

## **GLOBAL AWARENESS**

Graduates of the MBA programs at the Sam M. Walton College of Business will be knowledgeable of the strategic, resource, market, and institutional interconnectedness of global business environments.

***Learning Objective (Global):*** Students will exhibit an awareness of the global business environment and integrate this awareness in business practices and solutions.

### **Process for Assessing each Student Learning Outcome**

The Sam M. Walton College of Business' specialized accreditation through the Association to Advance Collegiate Schools of Business (AACSB) outlines the standards of Assurance of Learning (AOL) in a 5-year cycle. During each cycle, the curriculum is managed by direct-measure analysis of demonstrated student learning toward goals and objectives defined by the faculty of the program at the start of the cycle. Each objective must be measured *at least* twice during a given cycle. Analysis of assessment data occurs following each measurement. Curricula changes must occur between measures and allow sufficient time for desired effect of curricular change to be detected in following measures.

The following plan of assessing the program's goals and objectives is set to accomplish these requirements within the college's current cycle of 2011-2016, with AACSB Continuous Program Improvement Review occurring in 2017.

### ***Timeline for assessment and analysis***

#### **Written Comm:**

Sp 2014 Strategic Management (MGMT 5313), Final Exam Essay Responses

Sp 2015 Strategic Management (MGMT 5313), Final Exam Essay Responses

#### **Oral Comm:**

Fa 2014 Experiential Week Project

Fa 2015 Experiential Week Project

#### **CTPS:**

Sp 2014 Strategic Management (MGMT 5313), Final Exam Essay

Sp 2015 Strategic Management (MGMT 5313), Final Exam Essay

**TCDK:**

Fa 2014           Experiential Week Project

Fa 2015           Experiential Week Project

**Ethics:**

Fa 2014           Global Business (MBAD 5241), Essay response

Fa 2015           Global Business (MBAD 5241), Essay response

**Global:**

Sp 2014           Global Business (MGMT 5313), Final Exam Essay

Sp 2015           Global Business (MGMT 5313), Final Exam Essay

***Means of assessment and desired level of student achievement***

All assessments are conducted using a sample of student artifacts in all sections of courses listed below, based on 20-25% of the previous AY's graduates, or a minimum of 20 artifacts. Standards of Measure are subject to revision during the cycle to provide an opportunity to increase the program's desired standard.

In addition to the direct measures of student learning below, all objectives and general curricular concerns are evaluated using in-direct methods via periodic faculty and student focus groups, boards, and committees.

**Written Comm:** Direct evaluation of student artifacts using Walton College Written

Communication rubric conducted by the college's Writing Center staff, using a 3-rater process.

*Standard of Measure:* At least 80% of evaluations achieve a minimum level of 2 on the rubric for each criterion.

**Oral Comm:** Direct evaluation of student participation in and leading of project meeting with an external stakeholder using the Walton College Oral (Formal Small Group) rubric.

*Standard of Measure:* At least 80% of evaluations achieve a minimum level of 2 on the rubric for each criterion.

**CTPS:** Direct evaluation of student artifacts using Walton College Critical Thinking and Problem Solving rubric.

*Standard of Measure:* At least 80% of evaluations achieve a minimum level of 2 on the rubric for each criterion.

**TCDK:** Analysis faculty scored project components.

*Standard of Measure:* At least 80% of student responses to questions in a given topic group are correct.

**Ethics:** Direct evaluation of student artifacts using MBA Programs' Ethical Awareness rubric.

*Standard of Measure:* At least 80% of evaluations achieve a minimum level of 2 on the rubric for each criterion.

**Global:** Direct evaluation of student artifacts using MBA Programs' Global Business Awareness rubric.

*Standard of Measure:* At least 80% of evaluations achieve a minimum level of 2 on the rubric for each criterion.

### ***Reporting of results***

All objective analyses are reported in aggregate (no student or faculty identifiers) following the semester assessed. Reports are delivered to and discussed with the program director and assistant director. The program director disseminates the reports for discussion with program faculty regarding curricular improvements needed.

The Dean of Walton College receives an annual report on the outcomes and curricular improvements resulting from assessment and periodic updates through committees regarding the overall status of the Assurance of Learning process.

At the end of each AACSB Continuous Program Improvement Review cycle, Assurance of Learning activities conducted and curricular management that occurred as a result of data during the cycle are comprehensively reported in the college's report to AACSB prior to peer review.

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