

Lander University College of Business MSM Assessment

MSM	Topic	Course Type/Measure	Target Met, Partial, Not Met	Date	Findings Met, Partial, Not Met	Actions: click to Go To
Program Goal 1	<i>MSM graduates will be knowledgeable and skilled in conceptualizing and applying specialized management practices in leadership, human relations, quality principles, operations, and strategy.</i>					
Outcome 1	Students will understand the impact of Leadership.	Direct: MGMT 625, Case 9.1	% Students score 17.5+: 80, 70, <70 Avg 17.5 Item Avgs 2.5-3, SD <1	2021-2022 2023-2024 Semi-Annual	NA	LDRS
Outcome 2	Students will understand the impact of Personnel.	Direct: MGMT 645, Case 4.1	% Students score 17.5+: 80, 70, <70 Avg 17.5 Item Avgs 2.5-3, SD <1	2021-2022 2023-2024 Semi-Annual	NA	HR
Outcome 3	Students will be able to solve quality assurance problems.	Direct: MGMT 675, Essay Discussion 5	% Students score 15+: 80, 70, <70 Avg 17.5	2021-2022 2023-2024 Semi-Annual	NA	Quality
Outcome 4	Students will be able to make data-driven decisions addressing operational and strategic challenges.	Direct: MGMT 635, Quality Case: Circuit Boards	% Students score 3+: 80, 70, <70 Avg 3.5	2021-2022 2023-2024 Semi-Annual	NA	DataDriv
Outcome 5	Students will be prepared with the knowledge and skills in Goal 1 areas	E-mailed Indirect: Exit Survey	% Learned/ Prepared Items 80, 70, <70	2022-2023 Annual	Met 100%	RschSurv
Goal 1 Summary Comments: Here						
Files in support of Goal 1. Artifacts, Instruments, Rubrics, Results: Here						
Program Goal 2	<i>MSM graduates will have the skills to systematically analyze and develop solutions to business problems.</i>					
Outcome 1	Students will be able to use business intelligence techniques to improve decision-making	Direct: MGMT 655, Select Exam Items	% Students score 10.5+: 80, 70, <70 Avg 10.5 Item Avgs 2.5+	2021-2022 2023-2024	NA	BusIntel
Outcome 2	Students will be able to apply the scientific method to business analyses	Direct: BA 605, Research Project Report	% Students score 3+: 80, 70, <70 Avg 3.5+	2020-2021 2022-2023 Semi-Annual	Met 93% Avg 4.14	SciMeth
Outcome 3	Students will understand and be able to solve problems analytically	Direct: MGMT 675, Six-sigma application problem	% Students score 3+: 80, 70, <70 Avg 3.5+	2020-2021 2022-2023 Semi-Annual	Met 84% Avg 4.1	Analyt

Outcome 4	Students will be prepared with applicable skills in Goal 2 areas	E-mailed Indirect: Exit Survey	% Prepared Skill Items 80, 70, <70	2022-2023 Annual	Met 100%	AnalSurv
Goal 2 Summary Comments: Here						
Files in support of Goal 2. Artifacts, Instruments, Rubrics, Results: Here						
Program Goal 3	<i>MSM graduates will achieve strategic objectives by employing an integrative view of the organization attained through systematic research.</i>					
Outcome 1	Students will resolve strategic issues requiring integrative management skills.	Direct: MGMT 695, Final Strategy Project	% Students score 17.5+: 80, 70, <70 Avg 17.5 Item Avgs 2.5	2020-2021 2022-2023 Semi-Annual	Met 92.3% Avg 21.9 Items 4+	IntMgt
Outcome 2	Students will produce data-driven strategic plans systematically.	Direct: MGMT 665, Supply Chain Strategy Project	% Students score 17.5+: 80, 70, <70 Avg 17.5 Item Avgs 2.5, 3 SD<1	2021-2022 2023-2024 Semi-Annual	NA	StrPlan
Outcome 3	Students will be prepared for systematic research and integration assignments.	E-mailed Indirect: Exit Survey	% Prepared Development Items 80, 70, <70	2022-2023 Annual	Met 100%	RschSurv
Goal 3 Summary Comments: Here						
Files in support of Goal3. Artifacts, Instruments, Rubrics, Results: Here						

Goal 1

Leadership

Findings

Not assessed in 2022-2023. Due in 2023-2024.

Actions

None

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Personnel

Findings

Not assessed in 2022-2023. Due in 2023-2024.

Actions

None

[Return to Table Goal 1](#)

Quality

Findings

Not assessed in 2022-2023. Due in 2023-2024.

Actions

None

[Return to Table Goal 1](#)

Data-Driven Decisions

Findings

Not assessed in 2022-2023. Due in 2023-2024.

Actions

None

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Exit Survey – Research and Integration Skills

Findings

Students reported that they adequately (or better) learned or are prepared in 100% of the Knowledge items on the exit survey. Overall they scored their knowledge and preparation 4.3 on a 5-point scale.

MIS, HR, and Analytics more frequently scored in the adequate range.

Management, research methods, leadership, business process management, supply chain, and strategy scored in the well prepared range.

Innovation and quality scored as very well learned and prepared.

Actions

The limitation is that only 15% (4 of 26 MSM graduates) completed the survey. We plan to survey the MSM graduates as alumni and to better promote the survey to graduating students.

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Goal 1: Summary/Comments

4 of the 5 outcomes were assessed in 2021-2022 and will be assess again in 2023-2024.

Outcome 5 was based on a newly established Exit Survey with the following results: Students reported that they adequately (or better) learned or are prepared in 100% of the Knowledge items on the exit survey. Overall they scored their knowledge and preparation 4.3 on a 5-point scale.

MIS, HR, and Analytics more frequently scored in the adequate range.

Management, research methods, leadership, business process management, supply chain, and strategy scored in the well prepared range.

Innovation and quality scored as very well learned and prepared.

The limitation is that only 15% (4 of 26 MSM graduates) completed the survey. We plan to survey the MSM graduates as alumni and to better promote the survey to graduating students.

Changes Made/Proposed Related to Goal

We are following up on the proposals from the prior year that state:

We will examine the rigor and assessment process for Outcome 3, Quality Assurance, because student performance has been high across two assessment cycles. "The instructor for MGMT 635 will improve the lesson for Chapter 7, Manufacturing Processes and quality, and ensure the students understand the assignment requirements."

We improved the assessment of Program Goal 1 by assessing the results of Outcome 5 in 2022-2023 with an indirect measure to assess knowledge and skills preparation through an MSM Program Student Exit Survey. We met the target with the following results:

- Students reported that they adequately (or better) learned or are prepared in 100% of the Knowledge items on the exit survey. Overall they scored their knowledge and preparation as 4.3 on a 5-point scale.
- MIS, HR, and Analytics more frequently scored in the adequate range.
- Management, research methods, leadership, business process management, supply chain, and strategy scored in the well prepared range.
- Innovation and quality scored as very well learned and prepared.

The limitation is that only 15% (4 of 26 MSM graduates) completed the survey. We plan to survey the MSM graduates as alumni and to better promote the survey to graduating students.

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Goal 1 Artifacts, Instruments, Rubrics, Results



MSM Exit Survey – Results%20-%20MSM Artifacts - MSM
Preparedness.pdf M%20Spring%202022Spring 2023 Exit Sur

Files from the prior year follow here for convenience since they were not assessed in 2022-2023:



Rubric MSM Goal Rubric MSM Goal Rubric MSM Goal Rubric MSM Goal
1-1 Leadership Rubr1-2 Personnel Rubri1-3 Quality Tools Ru1-4 Data-Driven Dec



Results%20MSM%2 Results%20MSM%2 Results%20MSM%2 Results%20MSM%2
0Leadership%20Res0Personnel%20Resu0Quality%20Tools%20Data%20Driven%20C



Artifacts MGMT 625 Artifacts MGMT 645 Artifacts MGMT 675 Artifacts MGMT 635
Fall 2021 Artifacts - ISpring 2022 ArtifactSpring 2022 - ArtificacFall 2021 Artifacts Ci

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Goal 2

Business Intelligence

Findings

Not assessed in 2022-2023. Due in 2023-2024.

Actions

None

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Scientific Method

Findings

14 students submitted a research project report. The results met the target with 93% of the students scoring 3 or higher with the overall average being 4.14 out of 5 and a Standard Deviation of 1.06.

Actions

14 students submitted a research project report. The results met the target, with 93% of the students scoring 3 or higher, with the overall average being 4.14 out of 5 and a Standard Deviation of 1.06.

We propose no changes at this time because we met the target, and the aggregated performance increased slightly from the 2020 assessment results (increased from 92% to 93% who scored 3 or higher). In Fall 2022, more students scored a 4 (6 students) and 5 (6 students) than in 2020, when 5 students scored a 5 and 4 students scored a 4. One student who scored a 1 out of 5 reduced the group average.

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Analytical Problem Solving

Findings

19 students submitted answers to the Six Sigma application problem. The results met the target, with 84% of the students scoring 3 or higher. The overall average was 4.1 out of 5, and the Standard Deviation was 1.10.

Actions

19 students submitted answers to the Six Sigma application problem. The results met the target, with 84% of the students scoring 3 or higher. The overall average was 4.1 out of 5, and the Standard Deviation was 1.10.

Although the percentage of students scoring 3 or higher decreased from 89% to 84%, the overall average increased from 3.7% to 4.1%, indicating better individual performance. In Fall 2022, more students scored a 4

(5 students) and 5 (9 students) than in 2020, when 5 students scored a 5 and 4 students scored a 4. Three students who scored a 2 out of 5 reduced the percentage of students scoring 3 or higher.

Performance quality is up, so we propose no changes at this time.

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Exit Survey – Analyze and Develop Solutions

Findings

Students reported that they are adequately (or better) prepared in 100% of the Skill items on the exit survey. Overall they scored their skills preparation 4.25 on a 5-point scale.

Actions

Students reported that they are adequately (or better) prepared in 100% of the Skill items on the exit survey. Overall they scored their skills preparation 4.25 on a 5-point scale. While few reported that they are “very well” prepared with the subject skills, all reported that they are “well” prepared. Only one student reported adequate (as opposed to better) preparation for integration and leadership skills, while another reported adequate for the scientific method.

Business Intelligence Skills and Leadership Skills were rated the highest among students at 4.5 out of 5. The Scientific Method and Analytical Problem Solving were the lowest rated at 4.0, which is still “well prepared.”

The limitation is that only 15% (4 of 26 MSM graduates) completed the survey. We plan to survey the MSM graduates as alumni and to better promote the survey to graduating students.

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Goal 2: Summary/Comments

We assessed three of the four outcomes for this goal. We will assess the other outcome, Business Intelligence Techniques in 2023-2024.

We met the targets for the Application of the Scientific Method, Analytical Problem Solving, and the Exit Survey Skills assessments.

14 students submitted a research project report. The results met the target with 93% of the students scoring 3 or higher with the overall average being 4.

14 out of 5 and a Standard Deviation of 1.06. 14 students submitted a research project report. The results met the target, with 93% of the students scoring 3 or higher, with the overall average being 4.14 out of 5 and a Standard Deviation of 1.06.

19 students submitted answers to the Six Sigma application problem. The results met the target, with 84% of the students scoring 3 or higher. The overall average was 4.1 out of 5, and the Standard Deviation 1.10. Although the percentage of students scoring 3 or higher decreased from 89% to 84%, the overall average increased from 3.7% to 4.1%, indicating better individual performance. In Fall 2022, more students scored a 4 (5 students) and 5 (9 students) than in 2020, when 5 students scored a 5 and 4 students scored a 4. Three students who scored a 2 out of 5 reduced the percentage of students scoring 3 or higher.

Students reported that they are adequately (or better) prepared in 100% of the Skill items on the exit survey. Overall they scored their skills preparation 4.25 on a 5-point scale. While few reported that they are “very well” prepared with the subject skills, all reported that they are “well” prepared. Only one student reported adequate (as opposed to better) preparation for integration and leadership skills, while another reported adequate for the scientific method.

Business Intelligence Skills and Leadership Skills were rated the highest among students at 4.5 out of 5. The Scientific Method and Analytical Problem Solving were the lowest rated at 4.0, which is still “well prepared.”

Changes Made/Proposed Related to Goal

The aggregated performance for the Application of the Scientific Method increased slightly from the 2020 assessment results (increased from 92% to 93% who scored 3 or higher). We propose no changes at this time because we met the target and individual student performance increased.

Performance quality is up for the Six Sigma application problem, so we propose no changes at this time.

We met the target for the Skills Preparedness Exit Survey Items. The limitation is that only 15% (4 of 26 MSM graduates) completed the survey. We plan to survey the MSM graduates as alumni and to better promote the survey to graduating students.

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Goal 2 Artifacts, Instruments, Rubrics, Results



Rubric MSM Goal 2-2 Apply Scientific



Rubric MSM Goal I2-3 Analytical Proble



MSM Exit Survey – Preparedness.pdf



Results%20MSM%20Apply%20Scientific0MGMT%20675%20M%20Spring%20202



Results%20MSM%20MGMT%20675%20M%20Spring%20202



Results%20-%20MSM%20MGMT%20675%20M%20Spring%20202



Artifacts BA 605 Fall 2022 - 14 Artifacts.p



Rubric MSM Goal p2-3 Analytical Proble



Artifacts - MSM Spring 2023 Exit Sur

Files from the prior year follow here for convenience since they were not assessed in 2022-2023:



Rubric MSM Goal 2-1 Business Intellig



Results%20-%20MSM%20MGMT 655



Artifacts MGMT 655 Spring 2022 – - MS

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Goal 3

Integrative Management

Findings

13 students submitted the MGMT 695 Strategy Project. The results met the target, with 92.3% of the students scoring 19 or higher. The overall average of 21.9 met the target as well as the item analysis averages of 4.7, 5.0, 4.2, 4.0, and 4.1.

Actions

13 students submitted the MGMT 695 Strategy Project. The results met the target, with 92.3% of the students scoring 19 or higher. The overall average of 21.9 met the target as well as the item analysis averages of 4.7, 5.0, 4.2, 4.0, and 4.1.

Every item improved from the 2021 results of 4.2, 4.2, 2.8, 3.3, and 3.8, and the 2020-2021 overall average of 18.3. In 2021, we partially met the target, with only 70% of the students scoring 17.5 or higher.

In response to the 2021 results, the MGMT 695 curriculum was revised to better emphasize industry/competitor analysis and strategic plans in the context of the strategic issue project. In turn, we have now met the target for the "strategic issues requiring integrative management skills" outcome. The item performance averages for industry/competitor analysis and strategic plans increased significantly in 2022-2023 to contribute to this result.

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Data-driven Strategic Plans

Findings

Not assessed in 2022-2023. Due in 2023-2024.

Actions

None

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Exit Survey – Knowledge and Skills

Findings

Students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to systematic research and integration. Overall, they scored a 4.2 on a 5-point scale.

Actions

Students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to systematic research and integration. Overall, they scored a 4.2 on a 5-point scale.

The average for Analytics was the lowest score at 3.25.

The Ability to Integrate scored 4.25 and Business Research Methods scored 4.5

The limitation is that only 15% (4 of 26 MSM graduates) completed the survey. We plan to survey the MSM graduates as alumni and to better promote the survey to graduating students.

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Goal 3: Summary/Comments

This year, we assessed Program Goal 3, Outcomes 1 and 3. We assessed Program Goal 3, Outcome 2, in 2021-2022, so it will be assessed again in 2023-2024.

13 students submitted the MGMT 695 Strategy Project. The results met the target, with 92.3% of the students scoring 19 or higher. The overall average of 21.9 met the target as well as the item analysis averages of 4.7, 5.0, 4.2, 4.0, and 4.1.

Every item improved from the 2021 results of 4.2, 4.2, 2.8, 3.3, and 3.8, and the 2020-2021 overall average of 18.3. In 2021, we partially met the target, with only 70% of the students scoring 17.5 or higher.

In response to the 2021 results, the MGMT 695 curriculum was revised to better emphasize industry/competitor analysis and strategic plans in the context of the strategic issue project. In turn, we have now met the target for the "strategic issues requiring integrative management skills" outcome. The item performance averages for industry/competitor analysis and strategic plans increased significantly in 2022-2023 to contribute to this result.

We administered the Exit Survey for the first time in 2022-2023. Students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to systematic research and integration. Overall, they scored a 4.2 on a 5-point scale.

The average for Analytics was the lowest score at 3.25.

The Ability to Integrate scored 4.25 and Business Research Methods scored 4.5

The Exit Survey limitation is that only 15% (4 of 26 MSM graduates) completed the survey. We plan to survey the MSM graduates as alumni and to better promote the survey to graduating students.

Changes Made/Proposed Related to Goal

Program Goal 3, Outcome 1 met the target in response to a curriculum change so there are no further changes at this point.

The Exit Survey limitation is that only 15% (4 of 26 MSM graduates) completed the survey. We plan to survey the MSM graduates as alumni and to better promote the survey to graduating students.

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Goal 3 Artifacts, Instruments, Rubrics, Results



Rubric MSM Goal 3-1 Strategic Issues | Preparedness.pdf
 MSM Exit Survey –



Results%20MSM%20MGMT%20695%20M%20Spring%202022



Artifacts MGMT 695 Spring 2023 - All Str
 Artifacts - MSM Spring 2023 Exit Sur

Files from the prior year follow here for convenience since they were not assessed in 2022-2023:



Rubric MSM Goal 3-2 Data-driven Plan
 Results%20MSM%20MGMT 665 Spring 2022 - MSM

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