

# Academic Program Assessment Report

**Assessment** is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that an institution "identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

## Be sure to **SAVE** your progress as you work!

**Academic Program**  
Management, MSM

**Submission Due Date**  
2023-2024

**Assessment Coordinator Name**  
Mick Fekula

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## Program Goal

### Goal

#### Goal 1

**Program Goals** are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

#### Program Goal

To comply with Program Productivity standards as defined by the South Carolina Commission on Higher Education

#### Pillar of Success Supported

High-Demand, Market-Driven Programs

## Outcomes

### Outcome 1

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Operational Outcome

**Enter Outcome**  
Major Enrollment

**Timeframe for this Outcome**  
2022-2023

**Performance Target for "Met"**

Using a five-year rolling average, the number of students enrolled in the MSM is greater than or equal to 6.

**Performance Target for "Partially Met"**

Not Applicable

**Performance Target for "Not Met"**

Using a five-year rolling average, the number of students enrolled in the MSM is less than 6

**Assessment Measure Used**

Annual Productivity Report  
Reviewed Power BI Enrollment data

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

The four-year rolling average enrollment for the MSM is 35.3

**Score (Met=3, Partially Met=2, Not Met=1)**

3

**Comments/Narrative**

The MSM program started in August of 2019, with one full semester recorded as of 12/9/19 and an enrollment of 14 students. The enrollment grew to 61 in fall 2021 and since then, enrollment has averaged 35.3 students. With the launch of the MBA in Fall 2021, some prospective MSM students switched to the MBA program. Despite the MBA, MSM demand remains steady and above target.

**Resources Needed to Meet/Sustain Results**

The MSM program enrollment is steady; however, six MSM program courses contribute to the MBA micro-credentials. Because MBA enrollment has increased significantly, the related MSM courses are overenrolled. Either additional doctorally degreed faculty are needed to teach graduate courses, or more full-time lecturers are required to cover the undergraduate courses that the graduate faculty would typically teach. Lecturers cost \$65,000 plus fringe benefits, and doctoral faculty \$85,000 plus fringe.

**Explanation of How Resources Will Be Used**

Lecturers would teach undergraduate courses typically conducted by doctoral faculty so that doctoral faculty can teach graduate-level classes to accommodate the increase in graduate enrollment.

## Outcome 2

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Operational Outcome

**Enter Outcome**

Completions (Degrees Awarded)

**Timeframe for this Outcome**

2022-2023

**Performance Target for "Met"**

Using a five-year rolling average, the number of degrees awarded this for Master's degree is greater than or equal to 3.

**Performance Target for "Partially Met"**

Not Applicable

**Performance Target for "Not Met"**

Using a five-year rolling average, the number of degrees awarded for Master's/First Professional is less than 3.

**Assessment Measure Used**

Annual Program Productivity report

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

The four-year rolling average of graduates from the MSM is 17.3 with 12 graduating in AY 2022-2023.

**Score (Met=3, Partially Met=2, Not Met=1)**

3

**Comments/Narrative**

The MSM program graduated 4, 25, 28, and 12 students in its first four years resulting in a four-year average of 17.3 graduates.

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not Applicable

## Goal Summary

**Goal Summary/Comments**

There was some speculation that students would lose interest in the MSM program after the MBA launch. Still, there remains a reasonable cohort pursuing the MSM. There is also an accompanying efficiency factor since MBA students use pairs of six MSM courses to achieve their micro-credentials. So it appears that the MBA has helped to enhance MSM viability.

**Changes Made/Proposed Related to Goal**

Although the MBA program has drawn more enrollment, no particular action is required to improve the MSM. In addition to the MBA micro-credentials helping to improve some MSM course enrollments, it is also possible that students might withdraw from the MBA program and return to complete the MSM program.

## Upload Rubrics/Other Files

### Goal 2

**Program Goals** are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

#### Program Goal

MSM Program Learning Goal #1:

MSM graduates will be knowledgeable and skilled in conceptualizing and applying specialized management practices in leadership, human relations, quality principles, operations, and strategy.

#### Pillar of Success Supported

Robust Student Experience

## Outcomes

### Outcome 1

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

#### What type of Outcome would you like to add?

Student Learning Outcome

#### Enter Outcome

Students will understand the impact of Leadership.

#### Timeframe for this Outcome

2023-2024

#### Performance Target for "Met"

At least 80% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least:

Total: 17.5

Leadership Principles: 2.5

Authentic Leadership: 3, SD<1

Impact of Leadership: 3, SD<1

#### Performance Target for "Partially Met"

At least 70% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least the following in 2 of the 3 measures:

Total: 17.5

Leadership Principles: 2.5

Authentic Leadership: 3, SD<1  
Impact of Leadership: 3, SD<1

**Performance Target for "Not Met"**

Less than 70% of the students achieved at least 15 out of 25 points or the total average score was less than 17.5.

**Assessment Measure Used**

Direct:  
Case Study 9.1 from the MGMT 625 Leadership Course

**Frequency of Assessment**

Every other year. Due in 2023-2024.

**Data Collected for this Timeframe (Results)**

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

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

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

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not Applicable

## Outcome 2

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will understand the impact of Personnel.

**Timeframe for this Outcome**

2023-2024

**Performance Target for "Met"**

At least 80% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least:

Total: 17.5

Job Specifications: 2.5

HR Forecasting: 3, SD<1

Labor Needs: 3, SD<1

**Performance Target for "Partially Met"**

At least 70% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least the following in 2 of the 3 measures:

Total: 17.5

Job Specifications: 2.5

HR Forecasting: 3, SD<1

Labor Needs: 3, SD<1

**Performance Target for "Not Met"**

Less than 70% of the students achieved at least 15 out of 25 points or the total average score was less than 17.5.

**Assessment Measure Used**

Direct:

Case Study 4.1 from the MGMT 645 Human Resources course

**Frequency of Assessment**

Every other year. Due in 2023-2024.

**Data Collected for this Timeframe (Results)**

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

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

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

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not Applicable

**Outcome 3**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will be able to solve quality assurance problems.

**Timeframe for this Outcome**

2023-2024

**Performance Target for "Met"**

At least 80% of the students will achieve at least 15 out of 25 points. The average Total Score will be at least: 17.5

**Performance Target for "Partially Met"**

At least 70% of the students will achieve at least 15 out of 25 points. The average Total Score will be at least 15.

**Performance Target for "Not Met"**

Less than 70% of the students achieved at least 15 out of 25 points.

**Assessment Measure Used**

Direct:  
MGMT 675 Decision Essay: DB 5

**Frequency of Assessment**

Every other year. Due in 2023-2024.

**Data Collected for this Timeframe (Results)**

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

**Score (Met=3, Partially Met=2, Not Met=1)****Comments/Narrative**

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

We are following up on the results from last year: "Since the students are scoring well, we will examine this assignment and its assessment for appropriate rigor."

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not Applicable

**Outcome 4**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will be able to make data-driven decisions addressing operational and strategic challenges.

**Timeframe for this Outcome**

2023-2024

**Performance Target for "Met"**

At least 80% of the students will achieve at least 3 out of 5 points. The average Total Score will be at least: 3.5

**Performance Target for "Partially Met"**

At least 70% of the students will achieve at least 3 out of 5 points. The average Total Score will be at least: 3.

**Performance Target for "Not Met"**

Less than 70% of the students achieved at least 3 out of 5 points.

**Assessment Measure Used**

Direct:  
MGMT 635 Quality Case: Circuit Boards

**Frequency of Assessment**

Every other year.

**Data Collected for this Timeframe (Results)**

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

**Score (Met=3, Partially Met=2, Not Met=1)****Comments/Narrative**

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

We are following up on the results from last year: "The instructor for MGMT 635 will improve the lesson for Chapter 7, Manufacturing Processes and quality, and ensure the students understand the assignment requirements."

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not Applicable

**Outcome 5**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will be prepared with the knowledge and skills in Goal 1 areas

**Timeframe for this Outcome**

2022-2023



**Performance Target for "Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 80% of the Knowledge items on the exit survey.

**Performance Target for "Partially Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 70% of the Knowledge items on the exit survey

**Performance Target for "Not Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in less than 70% of the Knowledge items on the exit survey.

**Assessment Measure Used**

Indirect:  
MSM Program Student Exit Survey: Knowledge Items

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (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.

**Score (Met=3, Partially Met=2, Not Met=1)**

3

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.

**Comments/Narrative**

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.

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not Applicable

# Goal Summary

## Goal 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.

## Upload Rubrics/Other Files

MSM Exit Survey – Preparedness.pdf

MSM Spring 2023 Exit Survey - Preparedness - Google Forms.pdf

MSM Spring 2023 Exit Survey - Preparedness (Calculations).xlsx

## Goal 3

**Program Goals** are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

### Program Goal

MSM Program Learning Goal #2:

MSM graduates will have the skills to systematically analyze and develop solutions to business problems.

### Pillar of Success Supported

Robust Student Experience

## Outcomes

### Outcome 1

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

### What type of Outcome would you like to add?

Student Learning Outcome

### Enter Outcome

Students will be able to use business intelligence techniques to improve decision-making.

### Timeframe for this Outcome

2023-2024

### Performance Target for "Met"

At least 80% of the students will achieve at least 10.5 out of 15 points. The average Total and Item Scores will be at least:

Total: 10.5

First Question: 2.5

Second Question: 2.5

Second Question: 2.5

### Performance Target for "Partially Met"

At least 70% of the students will achieve at least 10.5 out of 15 points. The average Total and Item Scores will be at least the following in 2 of the 3 measures:

Total: 9

First Question: 2.5

Second Question: 2.5

Second Question: 2.5

**Performance Target for "Not Met"**

Less than 70% of the students achieved at least 10.5 out of 15 points or the total average score was less than 17.5.

**Assessment Measure Used**

Direct:  
Select Exam items from MGMT 655 Analytics Course

**Frequency of Assessment**

Every other year. Due in 2023-2024.

**Data Collected for this Timeframe (Results)**

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

**Score (Met=3, Partially Met=2, Not Met=1)****Comments/Narrative**

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

"Although the assessment results reasonably met the target, a new instructor is improving this process through a more robust and rigorous assignment to better capture the objective of this outcome."

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not Applicable

**Outcome 2**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will be able to apply the scientific method to business analyses.

**Timeframe for this Outcome**

2022-2023

**Performance Target for "Met"**

At least 80% of the students will achieve at least 3 out of 5 points. The average Total Score will be at least 3.5

**Performance Target for "Partially Met"**

At least 70% of the students will achieve at least 3 out of 5 points. The average Total Score will be at

least 3.

**Performance Target for "Not Met"**

Less than 70% of the students achieved at least 3 out of 5 points.

**Assessment Measure Used**

Direct:  
BA 605 Research Project Report

**Frequency of Assessment**

Every other year

**Data Collected for this Timeframe (Results)**

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.

**Score (Met=3, Partially Met=2, Not Met=1)**

3

**Comments/Narrative**

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.

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not Applicable

**Outcome 3**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will understand and be able to solve problems analytically.

**Timeframe for this Outcome**

2022-2023

**Performance Target for "Met"**

At least 80% of the students will achieve at least 3 out of 5 points. The average Total Score will be at least 3.5

**Performance Target for "Partially Met"**

At least 70% of the students will achieve at least 3 out of 5 points. The average Total Score will be at least 3.

**Performance Target for "Not Met"**

Less than 70% of the students achieved at least 3 out of 5 points.

**Assessment Measure Used**

Direct:  
MGMT 675 Six-sigma application problem

**Frequency of Assessment**

Every other year

**Data Collected for this Timeframe (Results)**

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.

**Score (Met=3, Partially Met=2, Not Met=1)**

3

**Comments/Narrative**

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.

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not Applicable

**Outcome 4**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will be prepared with applicable skills in Goal 2 areas

**Timeframe for this Outcome**

2022-2023

**Performance Target for "Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 80% of the Learning and Development items on the exit survey.

**Performance Target for "Partially Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 70% of the Learning and Development items on the exit survey

**Performance Target for "Not Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in less than 70% of the Learning and Development items on the exit survey.

**Assessment Measure Used**

Indirect:  
MSM Program Student Exit Survey

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

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.

**Score (Met=3, Partially Met=2, Not Met=1)**

3

**Comments/Narrative**

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.

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not Applicable

## Goal Summary

### Goal 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.

### Upload Rubrics/Other Files

BA 605 Fall 2022 - 14 Artifacts.pdf

MGMT 675 Spring 2023 Six-sigma application problem - 19 Artifacts.pdf

MSM Goal 2-2 Apply Scientific Method Rubric.pdf



MSM Apply Scientific Method Results 2022-2023.xlsx

MSM MGMT 675 Analytic Problem Solving Results 2022-2023.xlsx

MSM Goal 2-3 Analytical Problem Solving Rubric.pdf

MSM Exit Survey – Preparedness.pdf

MSM Spring 2023 Exit Survey - Preparedness - Google Forms.pdf

MSM Spring 2023 Exit Survey - Preparedness (Calculations).xlsx

## Goal 4

**Program Goals** are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

### Program Goal

MSM Program Learning Goal #3:

Our graduates will achieve strategic objectives by employing an integrative view of the organization attained through systematic research.

### Pillar of Success Supported

Robust Student Experience

## Outcomes

### Outcome 1

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

### What type of Outcome would you like to add?

Student Learning Outcome

### Enter Outcome

Students will resolve strategic issues requiring integrative management skills.

### Timeframe for this Outcome

2022-2023

### Performance Target for "Met"

At least 80% of the students will achieve at least 17.5 out of 25 points. The average Total and Item Scores will be at least:

Total: 17.5

Background: 2.5

SWOT Analysis: 2.5

Industry/Competitor Analysis: 2.5

Strategic Plans: 2.5

Strategy Map/Model: 2.5

### **Performance Target for "Partially Met"**

At least 70% of the students will achieve at least 17.5 out of 25 points. The average Total and Item Scores will be at least the following in 3 of the 5 measures:

Total: 17.5

Background: 2.5

SWOT Analysis: 2.5

Industry/Competitor Analysis: 2.5

Strategic Plans: 2.5

Strategy Map/Model: 2.5

### **Performance Target for "Not Met"**

Less than 70% of the students achieved at least 17.5 out of 25 points or the total average score was less than 17.5.

#### **Assessment Measure Used**

Direct:

MGMT 695 Final Strategy Project

#### **Frequency of Assessment**

Every other year

#### **Data Collected for this Timeframe (Results)**

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.

#### **Score (Met=3, Partially Met=2, Not Met=1)**

3

#### **Comments/Narrative**

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.

#### **Resources Needed to Meet/Sustain Results**

None

#### **Explanation of How Resources Will Be Used**

Not Applicable

## Outcome 2

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will produce data-driven strategic plans systematically.

**Timeframe for this Outcome**

2023-2024

**Performance Target for "Met"**

At least 80% of the students will achieve at least 17.5 out of 25 points. The average Total and Item Scores will be at least:

Total: 17.5

Describes strategy: 2.5

Uses supply chain designs: 2.5

Presents operations to support growth: 2.5

Makes Data-Driven Recommendations: 3, SD<1

**Performance Target for "Partially Met"**

At least 70% of the students will achieve at least 17.5 out of 25 points. The average Total and Item Scores will be at least the following in 3 of the 4 measures:

Total: 17.5

Describes strategy: 2.5

Uses supply chain designs: 2.5

Presents operations to support growth: 2.5

Makes Data-Driven Recommendations: 3, SD<1

**Performance Target for "Not Met"**

Less than 70% of the students achieved at least 17.5 out of 25 points or the total average score was less than 17.5.

**Assessment Measure Used**

Direct:

MGMT 665 Supply Chain Strategy Project

Presentation

**Frequency of Assessment**

Every other year. Due in 2023-2024.

**Data Collected for this Timeframe (Results)**

**Score (Met=3, Partially Met=2, Not Met=1)**

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

**Comments/Narrative**

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

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not Applicable

**Outcome 3**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will be prepared for systematic research and integration assignments.

**Timeframe for this Outcome**

2022-2023

**Performance Target for "Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 80% of the Learning and Development items on the exit survey related to systematic research and integration.

**Performance Target for "Partially Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 70% of the Learning and Development items on the exit survey related to systematic research and integration..

**Performance Target for "Not Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in less than 70% of the Learning and Development items on the exit survey related to systematic research and integration..

**Assessment Measure Used**

Indirect:  
MSM Program Student Exit Survey

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

**Score (Met=3, Partially Met=2, Not Met=1)**

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. 3

#### **Comments/Narrative**

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.

#### **Resources Needed to Meet/Sustain Results**

None

#### **Explanation of How Resources Will Be Used**

Not Applicable

## **Goal Summary**

### **Goal 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.

**Upload Rubrics/Other Files**

MGMT 695 Spring 2023 - All Strategy Project PPTs  
- MSM Goal 3-1.pdf

MSM Goal 3-1 Strategic Issues Rubric.pdf

MSM MGMT 695 Strategy Results 2022-2023.xlsx

MSM Exit Survey – Preparedness.pdf

MSM Spring 2023 Exit Survey - Preparedness -  
Google Forms.pdf

MSM Spring 2023 Exit Survey - Preparedness  
(Calculations).xlsx

**Dean's Email Address**

mfekula@lander.edu

**Approved by Dean?**

Yes

**Signature of Dean**

Michael J. "Mick" Fekula

**Comments from Dean's Review**

I concur.

**Thank you for reviewing and approving this report. The approval and a copy of the report will be emailed to you and the Assessment Coordinator.**