

Lander University College of Business MBA Assessment

MBA	Topic	Course Type/Measure	Target Met, Partial, Not Met	Date	Findings Met, Partial, Not Met	Actions: click to Go To
Program Goal 1	<i>MBA students will attain and apply core knowledge in the theories and practices of accounting, finance, management, and marketing.</i>					
Outcome 1	Students will know and apply Accounting principles	BA 696 Direct: MFT Exam	%Correct 39,34,<34	2022-2023 Annually	36%, Partial	ACCT
Outcome 2	Students will know and apply Finance principles	BA 696 Direct: MFT Exam	%Correct 35,33,<33	2022-2023 Annually	32% Not Met	FINA
Outcome 3	Students will know and apply Management principles	BA 696 Direct: MFT Exam	%Correct 55,53,<53	2022-2023 Annually	53% Partial	MGMT
Outcome 4	Students will know and apply Marketing principles	BA 696 Direct: MFT Exam	%Correct 58,54,<54	2022-2023 Annually	55% Partial	MKTG
Outcome 5	Students will have general applicable business knowledge	BA 696 Direct: MFT Exam	MFT Score 247, 242, <242	2022-2023 Annually	243 Partial	MFTTotal
Outcome 6	Students will have general and functional area applicable business knowledge	E-mailed Indirect: MBA Exit Survey	% Learned/ Prepared Items 80, 70, <70	2022-2023 Annually	Met 100%	KNOWSurv
Goal 1 Summary Comments: Here						
Files in support of Goal 1. Artifacts, Instruments, Rubrics, Results: Here						
Program Goal 2	<i>MBA students will attain advanced business knowledge and skills relevant to managing in dynamic environments, including diversity, sustainability, globalization, and ethics.</i>					
Outcome 1	Students will describe diversity and offer inclusion insights	Direct: Essay MGMT 613 Essay 11a,c	% Students score 15+: 80, 70, <70 Avg 17.5 Item Avg 2.5-3,SD<1	2021-2022 2022-2023	Met 95% Avg 22.2 Items 4+	DivInc
Outcome 2	Students will describe appropriate sustainability	Direct: Essay MGMT 613 Essay 9c	% Students score 2+: 80, 70, <70 Avg 2.25+	2021-2022 2022-2023	Met 85% Avg 2.8	Sustain
Outcome 3	Students will explain strategies in a diverse global context	Direct: Essay MGMT 613 Essay 11d	% Students score 15+: 80, 70, <70 Avg 17.5 Item Avg 2.5-3,SD<1	2021-2022 2023-2024	Met 100% Avg 23.5 Items 4.3+	Global
Outcome 4	Students will apply ethical perspectives to a relevant issue	Direct: Essay MGMT 613 Essay 9d	% Students score 15+: 80, 70, <70 Avg 17.5 Item Avg 2.5-3,SD<1	2021-2022 2023-2024	Met 87.5% Avg 19 Items 4.1+	Ethics
Outcome 5	Students will be prepared for Ethical and Social Responsibilities in the workplace	E-mailed Indirect: MBA Exit Survey	% Learned/ Prepared Items 80, 70, <70	2022-2023 Annually	Met 98.6%	ESGSurv

Goal 2 Summary Comments: Here						
Files in support of Goal 2. Artifacts, Instruments, Rubrics, Results: Here						
Program Goal 3	<i>MBA students will produce strategic analyses and plans, to include vision and mission statements.</i>					
Outcome 1	Students will demonstrate Strategic Integration knowledge	Direct: Exam BA 696 MBA MFT A5 Questions	50% of Students %Correct 50,45,<45	2021-2022 2022-2023 Annually	Partial 46% of Students	Integ
Outcome 2	Students will attain a strategic view of business through an integrative experience.	Direct: GLOBUS Simulation BA 696	Industry Avg within 3 points of World Avg, and 3 Items >= World Avgs	2021-2022 2023-2024 Semi-annual	NA	Stratview
Outcome 3	Students will conduct a comprehensive strategic analysis and plan	Direct: Project Strategic Analysis BA 696	Average score: 85, 80,<80	2021-2022 2023-2024 Semi-annual	NA	StratAnal
Outcome 4	Students will produce a strategic plan	Direct: Plan in GLOBUS Simulation BA 696	Average score: 75, 70,<70	2021-2022 2023-2024 Semi-annual	NA	StratPlan
Goal 3 Summary Comments: Here						
Files in support of Goal 3. Artifacts, Instruments, Rubrics, Results: Here						
Program Goal 4	<i>MBA graduates will demonstrate effective leadership through sound decision making, creative thinking, and problem-solving</i>					
Outcome 1	Students will understand the essentials of creative thinking and sound decision making	Direct: BA 696 Essay 13B	% Students score 7+: 80, 70, <70 Avg 7+.5 Item Avg 2.5	2021-2022 2022-2023 Semi-annual	Partial 65% Avg Met 7.7 and 4.0+	Creative
Outcome 2	Students will describe the role of leadership in strategy	Direct: BA 696 Essay 12d	Avg Score 90,85,<85	2021-2022 2023-2024 Semi-annual	NA	LDRS
Outcome 3	Students will demonstrate analytical skills	Direct: GLO-BUS Quiz 2 Learning Assurance Report	Wtd Avg of Industry Groups Percentile: 60 th ,55 th , <50 th	2021-2022 2022-2023 Semi-annual	Met 61.9	Analyt
Outcome 4	Students will demonstrate critical thinking and the ability to analyze and interpret data	BA 696 Direct: MFT Exam	MFT Score 247, 242, <242	2021-2022 2022-2023 Annually	Partial 243	Interp
Outcome 5	Students will be prepared for Data Analysis, Problem-Solving, Decision-making, and Leadership in the workplace.	E-mailed Indirect: MBA Exit Survey	% Prepared with Skill Items 80, 70, <70	2022-2023 Annually	Met 100%	AnalSurv
Goal 4 Summary Comments: Here						

Files in support of Goal 4. Artifacts, Instruments, Rubrics, Results: Here						
Program Goal 5	<i>MBA students will understand their micro-credential role in the context of the business enterprise.</i>					
Outcome 1	Students will be knowledgeable, understand the relevance, and be prepared for a job in their micro-credential.	E-mailed Indirect: MBA Exit Survey	% Prepared for micro-credential Items 80, 70, <70	2022-2023 Annually	Met 100%	MicroC
Outcome 2	Students will know they are career ready and know what it means to make a positive impact on society	E-mailed Indirect: MBA Exit Survey	% Career Ready Items 80, 70, <70	2022-2023 Annually	Met 98.6	Career
Goal 5 Summary Comments: Here						
Files in support of Goal 5. Artifacts, Instruments, Rubrics, Results: Here						

Goal 1

Accounting

Findings

109 MBA students completed the MFT during AY 2022-2023 achieving a score of 36% in Accounting

Actions

109 students were tested and the mean percent correct for Accounting was 36%. The Comparative Institutions mean was 37.1, standard deviation 6.0. Our goal is to be at least at the mean of comparative institutions and then exceed that. We are close and currently within one standard deviation of the mean.

Since an adequate sample has been achieved, the COB Graduate Council will be tasked to monitor the results and direct changes based on the MFT Item Analysis to determine which MFT Domain, Content Areas, and SubContent areas can be targeted for improvement.

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Finance

Findings

109 MBA students completed the MFT during AY 2022-2023 achieving a score of 32% in Finance

Actions

109 students were tested and the mean percent correct for Finance was 32%. The Comparative Institutions mean was 33.5%, standard deviation 3.6. Our goal is to be at least at the mean of comparative institutions and then exceed that. We are close and currently within one standard deviation of the mean. Although we decreased by 1% this year, the combined MFT scores for all years show a 33% score in Finance which is only .5 below the comparative average.

Since an adequate sample has been achieved, the COB Graduate Council will be tasked to monitor the results and direct changes based on the MFT Item Analysis to determine which MFT Domain, Content Areas, and SubContent areas can be targeted for improvement.

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Management

Findings

109 MBA students completed the MFT during AY 2022-2023 achieving a score of 53% in Management

Actions

109 students were tested and the mean percent correct for Management was 53%. The Comparative Institutions mean was 51.5, standard deviation 7.1. Our goal is to be at least at the mean of comparative institutions and then exceed that. We currently exceed that and seek our higher target of 55%, which exceeds the national mean of 54.2.

Since an adequate sample has been achieved, the COB Graduate Council will be tasked to monitor the results and direct changes based on the MFT Item Analysis to determine which MFT Domain, Content Areas, and SubContent areas can be targeted for improvement.

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Marketing

Findings

109 MBA students completed the MFT during AY 2022-2023 achieving a score of 55% in Marketing

Actions

109 students were tested and the mean percent correct for Marketing was 55%. The Comparative Institutions mean was 54.8, standard deviation 8.0. Our goal is to be at least at the mean of comparative institutions and then exceed that. We currently exceed that and seek our higher target of 58%, which exceeds the national mean of 57.6.

Since an adequate sample has been achieved, the COB Graduate Council will be tasked to monitor the results and direct changes based on the MFT Item Analysis to determine which MFT Domain, Content Areas, and SubContent areas can be targeted for improvement.

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MFT – Business Knowledge

Findings

109 MBA students completed the MFT during AY 2022-2023 achieving an average score of 243

Action

The MBA ETS 2023 National Comparative Data Guide shows data for September 2017 through June 2023 for 228 domestic institutions and 41,781 student examinees. The mean was 246.5, median 248, and standard deviation 7.9. Our selected Comparative Institutions mean is 243 and standard deviation is 14.8 among 2,142 test takers.

109 Lander students tested in AY 2022-2023. The Lander mean was 243, and standard deviation 15.

Our goal is to be at least at the mean of comparative institutions and then exceed that by attaining a 247 to exceed the national mean.

Since our student sample size is now large enough, we can bring item analyses for each area of the MBA MFT to determine where curriculum improvements are needed and in turn, impact the overall average MBA MFT score.

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Exit Survey – Business Knowledge

Findings

Students reported that they have adequately (or better) learned, or are adequately (or better) prepared in 100% of the Learning and Development items on the exit survey.

Actions

72 Students reported that they have adequately (or better) learned, or are adequately (or better) prepared in 100% of the Learning and Development items related to knowledge on the exit survey. The overall average response was 4.3 on a 5 point scale. Accounting and Finance scored the lowest at 3.8 each. 82% (59/72) of the students felt well prepared or very well prepared. 17% (12) of the students felt adequately prepared, with one student reporting in the unprepared range.

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Goal 1: Summary/Comments

We set targets for our MFT scores to exceed the national comparative means. We are not there yet, so, we are only partially meeting the targets. We are at the overall mean of 243 for comparative schools, and exceeding the mean in three of the five domains.

72 Students reported that they have adequately (or better) learned, or are adequately (or better) prepared in 100% of the Learning and Development items related to knowledge on the exit survey. The overall average response was 4.3 on a 5 point scale. Accounting and Finance scored the lowest at 3.8 each. 82% (59/72) of the students felt well prepared or very well prepared. 17% (12) of the students felt adequately prepared, with one student reporting in the unprepared range.

Changes Made/Proposed Related to Goal

Since we now have an adequate sample of Lander MFT scores, the COB Graduate Council will be tasked to monitor the results and direct changes based on the MFT Item Analyses to determine which MFT Domain, Content Areas, and SubContent areas can be targeted for improvement, as appropriate.

There are no changes proposed relative to the Exit Survey results. We met the target. The low scores are correlated with the MFT performance in Accounting and Finance and thus characteristic of historical experience with these quantitative disciplines. Initiatives to increase the MFT scores should impact student perceptions of preparedness.

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Goal 1 Artifacts, Instruments, Rubrics, Results



Results%20MFT%20 MFT%20Item%20An Lander MBA MFT MBA MFT Results%20ItemInfo
Scores%20Comparisalysis%20InformatioComparison SchoolComparative Data 2(rmation%202022-23.



MBA Exit Survey – Results%20MBA%20
Preparedness.pdf Exit%20Survey%20-%

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Goal 2

Diversity and Inclusion

Findings

22 students answered the inclusion essay. The results met the target with 95% scoring a 16 or higher and the average total score being 22.2 out of 25 with a standard deviation of 3.36. The item analysis averages were 4.0, 4.8, and 4.4 with acceptable standard deviations for those means.

12 students answered the essay question on diversity. The results met the target with 100% scoring 17 or higher and the average total score being 21.1 out of 25 with a standard deviation of 2.64. The item analysis averages were 4.2, 4.7, and 3.8. The Application item had a larger than desired standard deviation, explained by 2 of 12 students who scored low since they did not explicitly express enough willingness to accept responsibility to support diversity.

Actions

When the combined scores for both essays were considered, 97% of the students scored 16 or higher. This meets the target and is improved over last year when that percentage was 80.5%. The overall average improved from 18.7 to 21.7.

We met the target, and the MBA is still relatively new, so we propose no changes at this time.

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Sustainability

Findings

13 students answered the sustainability essay. The results for the sustainability essay met the target with 85% scoring a 3 and the average total score being 2.8 with a standard deviation of .36

Actions

We met the target in two consecutive years with a sample of 21 students total. The total average to date is 2.7 with 95% of the students scoring 2 or better, and 81% scoring 3, the highest score.

We met the target, and the MBA is still relatively new, so we propose no changes at this time.

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Global Context

Findings

4 students answered the globalization essay. The results for the globalization essay met the target with 100% scoring a 23 or higher and the average total score being 23.5 out of 25. The Item scores were 5, 5, and 4.3 respectively.

Actions

We met the target, and these scores are nearly the same as last year, with only a slight increase from 23.3 to 23.5.

The Globalization assessment, and the MBA program are still relatively new. We met the target but the sample is not yet large enough to make firm decisions so this result will continue to be assessed during the next assigned cycle.

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Ethics

Findings

Only one student answered the Ethics Essay in Spring 2023 because we were not originally scheduled to assess this item in 2022-2023. That one student was added to the 7 from the prior year and those results (8 students) are reported here.

With 8 students, the results for the ethics essay met the target with 87.5% scoring 19 or higher and the average total score being 21 out of 25. The Item scores were 4.5, 4.1, and 4.1 respectively.

Actions

The Ethics assessment, and the MBA program are still relatively new. We met the target but the sample is not yet large enough to make firm decisions so this result will continue to be assessed during the next assigned cycle. We propose no changes because there is insufficient evidence for a change.

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Exit Survey – Ethics and Social Responsibility

Findings

98.6% of the students reported that they are adequately (or better) prepared for Social Perspectives and Responsibilities in the following areas: Ethical, Sustainability, Diversity & Inclusion, Global, and Positive Societal Impact.

Actions

71 Students reported that they have adequately (or better) learned, or are adequately (or better) prepared in 100% of the items related to Social Perspectives and Responsibilities on the exit survey. One student's average suggested being poorly prepared.

The overall average response was 4.5 on a 5 point scale. Global perspectives scored the lowest at 4.3, which is still a good score each. 90.3% (66/72) of the students felt well prepared or very well prepared. 8.3% (6) of

the students felt adequately prepared, with one student reporting in the poorly prepared range for global, sustainability, and diversity and inclusion preparedness.

There are no changes proposed relative to the Exit Survey results since we met the target and these results are based on the first administration of the Exit Survey.

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Goal 2: Summary/Comments

The results suggest that targets are being met in sustainability, ethics, globalization and diversity and inclusion depending.

When the combined scores for both the diversity and the inclusion essays were considered, 97% of the students scored 16 or higher. This meets the target and is improved over last year when that percentage was 80.5%. The overall average improved from 18.7 to 21.7.

We met the Sustainability target in two consecutive years with a sample of 21 students total. The total average to date is 2.7 with 95% of the students scoring 2 or better, and 81% scoring 3, the highest score.

We met the target for globalization with scores nearly the same as last year, accompanied by a slight increase from 23.3 to 23.5.

The ethics essay results met the target with 87.5% scoring 19 or higher and the average total score being 21 out of 25. We met the target but the sample (8) is not yet large enough to make firm decisions so this result will be monitored during the next assigned cycle.

Changes Made/Proposed Related to Goal

There are no changes proposed regarding the Exit Survey results since we met the target and these results are based on the first administration of the Exit Survey.

Additionally, we improved performance in most of the direct measures of Ethical and Social Responsibility. The MBA is still relatively new and there is no evidence to suggest the need for changes in these related outcomes.

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Goal 2 Artifacts, Instruments, Rubrics, Results



Rubric MBA
Diversity and Inclusion



Rubric MBA
Sustainability.pdf



Rubric MBA
Globalization.pdf



Rubric MBA
Ethics.pdf



MBA Exit Survey –
Preparedness.pdf



Results%20Diversity
and%20Inclusi



Results%20Sustaina



Results%20Globaliz



Results%20Ethics%



Results%20MBA%20
Exit%20Survey%20-



Artifacts Sp 2023
DQ 11c - post DiversDQs 9c - post SustaiDQ 11d - post GlobaDQs 9d - Post - Ethic



Artifacts Sp 2023



Artifacts Sp 2023



Artifacts Sp 2023



Artifacts Sp 2023
DQ 11a - post Inclus

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Goal 3

Integration Knowledge

Findings

109 of the 109 students enrolled took the MFT and the average percentage of students with correct answers to Strategic Integration questions was 46%.

Actions

109 of the 109 students enrolled took the MFT and the average percentage of students with correct answers to Strategic Integration questions 46%. This is the same as 2021-2022. The Comparative Schools Mean was 45.8. The National mean was 47.9.

Only 45.8% of the A5 questions were answered correctly by at least 50% of our students but for 84.7% of the questions, the percentage of our students answering the question correctly was within 25% of (or better than) the national percentage of students answering each question correctly.

The strategic integration score of 46% is lower than the target of 48% but less than one standard deviation from the national norm and custom comparative schools. The questions outside the 25% mark were largely finance and accounting topics with only one classified as marketing.

These results are not great but give us a better indication of where we stand now that we have a larger sample of test takers.

We only partially met the target at 46%. We are close to the national mean at 47.9%. For 84.7% of the Strategic Integration questions, our students are within at least 25% of the National Percentage.

Since we now have an adequate sample of Lander MFT scores, the COB Graduate Council will be tasked to monitor the results and direct changes based on the MFT Item Analyses to determine which MFT Domain, Content Areas, and SubContent areas can be targeted for improvement, as appropriate.

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Strategic View

Findings

Not assessed this year. Due in 2023-2024.

Actions

None.

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Strategic Analysis

Findings

Not assessed this year. Due in 2023-2024.

Actions

None.

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Strategic Plan

Findings

Not assessed this year. Due in 2023-2024.

Actions

None.

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Goal 3: Summary/Comments

Outcomes 2, 3, and 4 were not assessed this year. They are assessed every other year and due again in 2023-2024.

Outcome 1 was assessed again because the MBA is still relatively new and the MFT is administered every year.

109 of the 109 students enrolled took the MFT and the average percentage of students with correct answers to Strategic Integration questions was 46%. This is the same as 2021-2022. The Comparative Schools Mean was 45.8. The National mean was 47.9. Only 45.8% of the A5 questions were answered correctly by at least 50% of our students but for 84.7% of the questions, the percentage of our students answering the question correctly was within 25% of (or better than) the national percentage of students answering each question correctly.

The strategic integration score of 46% is lower than the target of 48% but less than one standard deviation from the national norm and custom comparative schools. The questions outside the 25% mark were largely finance and accounting topics with only one classified as marketing.

These results are not great but give us a better indication of where we stand now that we have a larger sample of test takers.

We only partially met the target at 46%. We are close to the national mean at 47.9%. For 84.7% of the Strategic Integration questions, our students are within at least 25% of the National Percentage.

Changes Made/Proposed Related to Goal

Since we now have an adequate sample of Lander MFT scores, the COB Graduate Council will be tasked to monitor the results and direct changes based on the MFT Item Analyses to determine which MFT Domain, Content Areas, and SubContent areas can be targeted for improvement, as appropriate.

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Goal 3 Artifacts, Instruments, Rubrics, Results



Results%202022-23 Lander MBA MFT



MBA MFT

%20%20Strategic%20Comparison School:Comparative Data 20

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



Results%20Perform Assignment BA 696 Results%20Strategi



ance_Benchmarks_IrFinal Presentation Irc%20Plan%20Scores



Results GLO-BUS Industry Performanc



GLO-BUS

Participants Guide.p

Artifact Strategic Plan Example.pdf



GLO-BUS Participants Guide.p

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Goal 4

Creative Thinking

Findings

20 students took the Capstone course in Fall 2022 with this assessment.

65% (13/20) scored 8 or higher and the average score was 7.7. The first measured failed to achieve the target of 80%, and 70% for partially met. The item score for creative thinking was 4.0 and for decision-making 3.7.

Actions

65% (13/20) scored 8 or higher, and the average score was 7.7. The first measure failed to achieve the target of 80%, and 70% for partially met. The item score for creative thinking was 4.0, and for decision-making 3.7.

These results show some improvement over the prior year's assessment as follows:

- Total Average: 6.4 to 7.7
- Creative Thinking: 4.2 to 4.0 (decrease)
- Decision Making: 2.2 to 3.7

In response to last year's results, we decided to clarify the assignment and emphasize reflection on decision-making when answering the question. Although we did not meet the target, there was significant improvement in the overall score, the decision-making score, and the percentage of student answers that scored higher.

20% (4) of the 20 students scored poorly on both parts of their answer, which seems primarily due to a lack of effort compared to the other students. For example, these students' answers were noticeably brief. Because of the marked improvement, we propose no further changes at this time. This item will be assessed again in 2023-2024, and the proposals to clarify the assignment and emphasize reflection on decision-making will continue.

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Role of Leadership

Findings

Not assessed this year. Due in 2023-2024.

Actions

None.

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Analytical Skills

Findings

80 students across four industry groups engaged in the simulation. The weighted percentile average was 61.9 (averages are reported by industry with varying numbers of students in each).

Actions

80 students across four industry groups engaged in the simulation. The weighted average was 61.9 (averages are reported by industry with varying numbers of students in each). The standard deviation was 4.7.

We removed extremely low score outliers from this calculation because some students registered a zero because they did not participate. Others were nearly two or more standard deviations below the mean. The average with outliers was 58.5.

We re-assessed this outcome again this year because of last year's results, but those were also off the target due to outliers.

We met the target and propose no changes at this time. The data for this analysis comes from financial calculations during a very challenging simulation assessment. The MFT tells us that our students score low in the finance discipline, so achieving the 60+ percentile is a good outcome for this group. Finance is also an Exit Survey area where students report feeling less prepared.

Finance is already a focus area for the Graduate Council as they consider curriculum changes in the context of national data showing that student finance performance is generally lower than other disciplines.

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Interpret Data

Findings

109 MBA students completed the MFT during AY 2022-2023, achieving an average score of 243, standard deviation 15. The national average was 246.5, and the standard deviation 7.9. We are within one-half standard deviation, so the target is met.

Actions

The average score is less than the national average but within the target range for our choice to measure analytic skills. Program goal one will focus on improving MFT scores when necessary, which in turn will impact this assessment of analytics skills.

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Exit Survey – Analysis, Problems Solving, Leadership

Findings

100% of the students reported that they are adequately (or better) prepared for Data Analysis, Problem-Solving, Decision-making, and Leadership in the workplace.

Actions

100% of the students reported that they are adequately (or better) prepared for Data Analysis, Problem-Solving, Decision-making, and Leadership in the workplace.

All 72 Students reported on average that they have adequately (or better) learned, or are adequately (or better) prepared in the skills items related to Data Analysis, Problem-Solving, Decision-making, and Leadership in the workplace.

The overall average response was 4.4 on a 5-point scale. Data Analysis scored the lowest at 4.0, which is still a well-prepared score. The other items scored 4.5 or better. 87.4% (61/72) of the students felt well prepared or very well prepared regarding skills. The remaining 15.3 % (11) of the students report being adequately prepared.

We propose no changes relative to the Exit Survey results since we met the target, and these results are based on the first administration of the Exit Survey. Data Analysis scored low, which seems to be a consistent theme in various assessments, so this result will be referred to the Graduate Council for consideration.

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Goal 4: Summary/Comments

Program Goal 4 examines outcomes related to effective leadership through sound decision-making, creative thinking, and problem-solving.

Outcome 2 was not assessed this year since it met the target last year. It will be assessed again in 2023-2024.

Outcomes 1, 3, and 4 were assessed since they are annual or did not meet the target. Outcome 5 was assessed for the first time since it is the Exit Survey for this new program.

Outcome 1:

The results for Outcome 1 (creative thinking and sound decision-making) show some improvement over the prior year's assessment (Total Average: 6.4 to 7.7 and Decision Making: 2.2 to 3.7).

In response to last year's results, we decided to clarify the assignment and emphasize reflection on decision-making when answering the question. Although we did not meet the target, there was significant improvement in the overall score, the decision-making score, and the percentage of student answers that scored higher.

20% (4) of the 20 students scored poorly on both parts of their answer, which seems primarily due to a lack of effort compared to the other students. For example, these students' answers were noticeably brief. Because of the marked improvement, we propose no further changes at this time. This item will be assessed again in 2023-2024, and the proposals to clarify the assignment and emphasize reflection on decision-making will continue.

Outcome 3:

80 students across four industry groups engaged in the simulation. The weighted average was 61.9 (averages are reported by industry with varying numbers of students in each). The standard deviation was 4.7.

We removed extremely low score outliers from this calculation because some students registered a zero because they did not participate. Others were nearly two or more standard deviations below the mean. The average with outliers was 58.5.

We re-assessed this outcome again this year because of last year's results, but those were also off the target due to outliers.

We met the target and propose no changes at this time. The data for this analysis comes from financial calculations during a very challenging simulation assessment. The MFT tells us that our students score low in the finance discipline, so achieving the 60+ percentile is a good outcome for this group. Finance is also an Exit Survey area where students report feeling less prepared.

Finance is already a focus area for the Graduate Council as they consider curriculum changes in the context of national data showing that student finance performance is generally lower than other disciplines.

Outcome 4:

109 MBA students completed the MFT during AY 2022-2023, achieving an average score of 243, standard deviation 15. The national average was 246.5, and the standard deviation 7.9. We are within one-half standard deviation, so the target is met.

The average score is less than the national average but within the target range for our choice to measure analytic skills. Program goal one will focus on improving MFT scores when necessary, which in turn will impact this assessment of analytics skills.

Outcome 5:

100% of the students reported that they are adequately (or better) prepared for Data Analysis, Problem-Solving, Decision-making, and Leadership in the workplace.

All 72 Students reported on average that they have adequately (or better) learned, or are adequately (or better) prepared in the skills items related to Data Analysis, Problem-Solving, Decision-making, and Leadership in the workplace.

The overall average response was 4.4 on a 5 point scale. Data Analysis scored the lowest at 4.0, which is still a well-prepared score. The other items scored 4.5 or better. 87.4% (61/72) of the students felt well prepared or very well prepared regarding skills. The remaining 15.3 % (11) of the students report being adequately prepared.

We propose no changes relative to the Exit Survey results since we met the target, and these results are based on the first administration of the Exit Survey. Data Analysis scored low, which seems to be a consistent theme in various assessments, so this result will be referred to the Graduate Council for consideration.

Changes Made/Proposed Related to Goal

Outcome 1 will be assessed again in 2023-2024, and the proposal to clarify the assignment and emphasize reflection on decision-making will continue.

We met the target for Outcome 3 and propose no changes at this time. The data for this analysis comes from financial calculations during a very challenging simulation assessment. The MFT tells us that our students score low in the finance discipline, so achieving the 60+ percentile is a good outcome for this group. Finance is also an Exit Survey area where students report feeling less prepared.

Finance is already a focus area for the Graduate Council as they consider curriculum changes in the context of national data showing that student finance performance is generally lower than other disciplines.

We met the target for Outcome 4. Our average MFT score is less than the national average but within the target range for our choice to measure analytic skills. Since Program Goal One will focus on improving MFT scores when necessary, this will impact the assessment of analytics skills, so no action is required for this outcome at this time.

We propose no changes regarding the Outcome 5 Exit Survey results since we met the target, and these results are from the first administration of the Exit Survey. While Data Analysis scored lower than other skills, its score was still good. Data Analysis seems to be a consistent theme in various assessments, so this result will be referred to the Graduate Council for consideration.

[Return to Table Goal 4](#)

Goal 4 Artifacts, Instruments, Rubrics, Results



Results%20Creativit Results%20Goal%2 Results%20MFT%2 Results%20MBA%20
y%20-%20DM%202004-3%20-%20Analyti 0Integration.xlsx Exit%20Survey%20-%2



Rubric Creative Thinking and Decisi
MBA Exit Survey – Preparedness.pdf



Artifacts Creativity
Thinking G4, O1.pdf

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



Role%20of%20Lead Artifacts Role of
ership%20Results.xl:Leadership G4, O2.p

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Goal 5

Micro-Credentials

Findings

All (100%) 72 students reported, on average, that they are adequately (or better) prepared for a job in their micro-credential and understand its relevance.

Actions

All (100%) 72 students reported, on average, that they are adequately (or better) prepared for a job in their micro-credential and understand its relevance.

The overall average response was 4.55 for preparation and 4.7 for understanding relevance.

90% (65/72) of the students felt well prepared or very well prepared regarding the micro-credential, with the remaining 10 % (7) of the students reporting they were adequately prepared. 94% (68) reported understanding the relevance of the micro-credential (well or very well), with the remaining 6 % (4) of the students reporting adequate understanding.

The overall average for each Micro-Credential was:

- Organizational Leadership: 4.8
- Healthcare Management: 4.7
- Digital Marketing: 4.6
- Supply Chain/Ops Management: 4.4
- Financial Management: 4.4
- Business Analytics: 4.3

The Relevance average for each Micro-Credential was:

- Organizational Leadership: 4.9
- Healthcare Management: 4.8
- Digital Marketing: 4.6
- Supply Chain and Operations Management: 4.5
- Financial Management: 4.5
- Business Analytics: 4.5

The Preparedness average for each Micro-Credential was:

- Organizational Leadership: 4.8
- Healthcare Management: 4.7
- Digital Marketing: 4.6
- Supply Chain and Operations Management: 4.3

- Financial Management: 4.3
- Business Analytics: 4.1

Students generally understood the relevance of their micro-credential. Regarding preparedness, the quantitative micro-credentials scored lower than the others but still in a positive range. Analytics scored the lowest, which has been a trend in the MBA assessment data and will be reported to the Graduate Council for further consideration.

We propose no changes in response to the Exit Survey results since we met the target, and these outcomes are based on the first administration of the Exit Survey.

[Return to Table Goal 5](#)

Career Readiness and Impact

Findings

On average, 98.6% of the students reported being adequately (or better) prepared for careers.

Actions

The overall average response was 4.6, with students feeling ready, relevant, resourceful, capable of forward-thinking, and able to impact society positively.

90% (65/72) of the students felt well prepared or very well prepared for careers. Six students reported being adequately prepared. Only one student was in the unprepared range at 2.6 out of 5.0.

We propose no changes in response to the Exit Survey results since we met the target, and these outcomes are based on the first administration of the Exit Survey.

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Goal 5: Summary/Comments

Students generally understood the relevance of their micro-credential. Regarding preparedness, the quantitative micro-credentials scored lower than the others but still in a positive range. Analytics scored the lowest, which has been a trend in the MBA assessment data and will be reported to the Graduate Council for further consideration.

We propose no changes in response to the Exit Survey results since we met the target, and these outcomes are based on the first administration of the Exit Survey.

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Goal 5 Artifacts, Instruments, Rubrics, Results



MBA Exit Survey – Results%20MBA%20
Preparedness.pdf Exit%20Survey%20-%

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