

ASSESSMENT REPORT

FOR

Master of Business Administration (MBA)
Instructional Degree Program

Spring 2004
Assessment Period Covered

June 29, 2004
Date Submitted

Expanded Statement of Institutional Purpose Linkage:

Institutional Mission Reference:

Texas A&M International University, a Member of the Texas A&M University System, is committed to the preparation of students for leadership roles in their chosen profession and in an increasingly complex, culturally diverse state, national, and global society . . . Through instruction, faculty and student research, and public service, Texas A&M International University is a strategic point of delivery for well-defined programs and services that improve the quality of life for citizens of the border region, the State of Texas, and national and international communities.

College/University Goal(s) Supported:

The primary objectives of the College of Business Administration are directed toward the parameters of education for the administration of business organizations. To this end, curriculum development is a continuous activity in response to social, economic and technological developments reflected in the evolving knowledge in the behavioral and quantitative sciences.

Intended Educational (Student) Outcomes:

1. Students completing the masters program will demonstrate mastery of basic business concepts.
2. Masters graduates will perceive program to be a valuable educational experience.

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Intended Educational (Student) Outcome:

1. Students completing the masters program in business administration will demonstrate mastery of basic business concepts.

First Means of Assessment for Outcome Identified Above:

1. Means of Program Assessment & Criteria for Success:

The graduate business test produced and graded by the Educational Testing Service will be used to determine mastery of the common business concepts. The test will be given to graduating MBA students. The assessment indicators used will be marketing, management, finance, managerial accounting, and strategic integration. Our benchmark for success is that students will perform overall at the mean score of reported for 41 institutions that administered the test during spring 2003 and at the assessment indicators mean scores (see below) reported for the 41 institutions that administered the test during spring 2003.

1. Summary of Assessment Data Collected:

The mean score for the 28 students taking the examination was 237.9 versus a mean of 254.7 for 41 institutions that administered the test during spring 2003. The scores on the assessment indicators are as follows:

	Mean % Correct	Institutional Mean (Spring 2003)
Marketing	47.4	53%
Management	40.6	50%
Finance	32.3	42.4%
Accounting	34.9	49.8%

Strategy

44.2

54.6%

1. Use of Results to Improve Instructional Program:

Overall our students did not place at the 50 percent of all institutions that administered the test during spring 2003. Students performed relatively better in marketing. Absolute performance was also better in management. The faculty recommendation is to make appropriate modifications to the content and coverage of the common business core of the MBA program. The test will be repeated during fall 2004.

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Intended Educational (Student) Outcome:

2. Students will perceive program to be a valuable educational experience

First Means of Assessment for Outcome Identified Above:

2. Means of Program Assessment & Criteria for Success:

The AACSB/EBI MBA Exit Study Survey was administered to 31 graduating masters students. The survey measures student perception of the quality of instruction and faculty, breadth of the curriculum, quality of academic support services, quality of facilities and computing resources, learning outcomes, and overall satisfaction with the program. The results are compared against a group of self-selected peer institutions, all institutions of the same classification as TAMU, and against all institutions participating in the survey.

2. Summary of Assessment Data Collected:

Survey results for 2004 are available for review in the department files. It is a violation of EBI rules to publish survey results.

2. Use of Results to Improve Instructional Program:

The survey results are being distributed to the college's departments in order design and implement a plan to improve the academic program. The survey will be administered again during the fall 2004.

SUPPORT DOCUMENTATION

SOURCE	LOCATION/Special Instructions
ETS-Business Exam (Common Core)	
AACSB Exit Survey	