

ASSESSMENT REPORT FOR

MBA in Business Administration

(Instructional Degree Program)

Master's

(Degree Level)

Spring 2003

(Assessment Period Covered)

July 15, 2003

(Date Submitted)

Expanded Statement of Institutional Purpose Linkage:

Institutional Mission Reference:

TAMIU 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.

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 in business administration will demonstrate mastery of basic business concepts.

2. Graduates of the masters in business administration program must demonstrate professional level communication skills.

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Intended Educational (Student) Outcome:

NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.

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

First Means of Assessment for Outcome Identified Above:

1. a. 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 administered as part of a graduate class. The assessment indicators used will be marketing, management, finance, managerial accounting, and strategic integration. Success will be 70% attainment overall (average of all student scores for the topic) with no area being below 50% attainment.

1. a. Summary of Assessment Data Collected:

The test was administered to seven students with six usable responses, which produced the following results:

Marketing	31.0%
Management	35.5%
Finance	32.3%
Managerial Accounting	38.2%
Strategic Integration	28.8%

The mean scale score was 235.6 out of a possible 300 producing an attainment of 78.5%. The scores are reported on two different scales and the interpretation of the results may be revised.

1. a. Use of Results to Improve Instructional Program:

Although the goals were met, the faculty decided to continue to administer this test in the spring 2004 semester. Due to the small number of students taking the examination and the improper administration of the examination, no corrective action was initiated as a result of these scores. The examination will be administered to graduating students in spring 2004.

Second Means of Assessment for Outcome Identified Above:

____ **b. Means of Program Assessment & Criteria for Success:**

____ **b. Summary of Assessment Data Collected:**

____ **b. Use of Results to Improve Instructional Program:**

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Intended Educational (Student) Outcome:

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Masters graduates of the business administration program must have demonstrated professional level communication skills.

First Means of Assessment for Outcome Identified Above:

2.a. Means of Program Assessment & Criteria for Success:

Student presentations will be video taped in a required class. The tape will be reviewed and rated to evaluate the speaking ability, use of PowerPoint presentation software, and level of composure. Success is a 70% attainment overall with not less than a 50% attainment in each area.

2. a. Summary of Assessment Data Collected:

An external evaluator reviewed five full-length tapes of ten-student teams. A score was recorded for each group in each of the three areas and an overall presentation score. The results were:

Demonstrated speaking ability	75%
Use of PowerPoint software	70%
Level of composure	73%

The overall performance of the class was rated at 72.7% attainment.

2. a. Use of Results to Improve Instructional Program:

The goals were met. For the next test, research projects of graduating MBA students will be rated for organization, clarity of solution, and style.

Second Means of Assessment for Outcome Identified Above:

_____ b. Means of Program Assessment & Criteria for Success:

____ **b. Summary of Assessment Data Collected:**

____ **b. Use of Results to Improve Instructional Program:**