

NATIONAL AMERICAN UNIVERSITY

Report on the Assessment of Student Learning and Achievement Master of Business Administration Program 2009

Graduate Program Mission

The mission of the practitioner-oriented graduate program at National American University is to provide a blended learning environment where students can explore the global perspective of the business environment while learning to make regionally-relevant decisions for their organization. The program graduates lifelong learners who are prepared to be competent professionals in the field and to pursue post-graduate studies.

| Learning Goals | Assessment Methods |
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| <p>Graduates of the program will...</p> <p>Demonstrate the ability to collect and analyze information and data in order to formulate analytically sound decisions and understand their likely consequences.</p> <p>Demonstrate the verbal and written communication skills required of executive level employees.</p> | <p>In the Master of Business Administration program, students complete a financial analysis project in FN6350 Financial Management. The course includes instructions for the paper along with a scoring rubric that faculty use to score the student submissions. The graduate assessment and curriculum committee reviews the results of the projects along with a sample of the projects in the fall. Instructors who taught the course are also asked for their comments on student achievement related to analytical ability and communication. Students are also requested to submit their papers to a drop-box to facilitate review of submissions over time. This process is currently voluntary on the part of the student, but all submissions are archived in the online classroom.</p> <p>The benchmark for the writing-intensive project assessment was realized as more than 90% of students scored at least 70% or higher on the project rubric.</p> <p>No further action was required.</p> |
| <p>Graduates of the program will...</p> <p>Demonstrate the ability to integrate knowledge of accounting, marketing, management information systems, organizational behavior,</p> | <p>In the Master of Business Administration program, students complete a capstone project in MT6650 Strategy and Policy. The course includes detailed instructions for each section of the paper along with scoring rubrics that faculty use to score the student submissions. The graduate assessment</p> |

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| <p>finance, economics, operations management and quantitative analysis.</p> <p>Demonstrate the ability to collect and analyze information and data in order to formulate analytically sound decisions and understand their likely consequences.</p> <p>Demonstrate the verbal and written communication skills required of executive level employees.</p> <p>Identify and manage ethical issues and multicultural diversity issues.</p> <p>Evaluate the actions of an organization operating in the global business environment.</p> <p>Demonstrate the ability to utilize technology in multiple ways to achieve project and/or organizational goals.</p> | <p>and curriculum committee review the results of the capstone projects in summary form along with a sample of the projects in the fall. Instructors who taught the course are also asked for their comments on student achievement and accomplishment of objectives.</p> <p>Students are also requested to submit their paper to a drop-box to facilitate review of submissions over time. This process is currently voluntary on the part of the student, but all submissions are archived in the online classroom.</p> <p>The benchmark for the writing-intensive project assessment was realized as more than 90% of students scored at least 80% or higher on the project rubric.</p> <p>No further action was required.</p> |
| <p>Graduates of the program will...</p> <p>Demonstrate the ability to integrate knowledge of accounting, marketing, management information systems, organizational behavior, finance, economics, operations management and quantitative analysis.</p> <p>Demonstrate the ability to collect and analyze information and data in order to formulate analytically sound decisions and understand their likely consequences.</p> <p>Demonstrate the verbal and written communication skills required of executive level employees.</p> | <p>Students complete a reflection assignment in the capstone course. Students are asked to reflect on what they have learned, how it has changed them, and to identify their plans to be a life-long learner. Students may not address every component but highlight areas of impact. The course includes detailed instructions for the reflection along with a scoring rubric.</p> <p>The graduate assessment and curriculum committee reviews a sample of the reflections in the fall. Instructors who taught the course are also asked for their comments on student reflections.</p> <p>Students are also requested to submit their paper to a drop-box to facilitate review of submissions over time. This process is currently voluntary on the part of the student, but all submissions are archived in the online classroom.</p> |

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| <p>Identify and manage ethical issues and multicultural diversity issues.</p> <p>Evaluate the actions of an organization operating in the global business environment.</p> <p>Demonstrate the ability to utilize technology in multiple ways to achieve project and/or organizational goals.</p> <p>Demonstrate leadership ability and team building skills through such arenas as class projects and involvement in student, community, or professional organizations.</p> | <p>Qualitative review by the faculty was conducted. No further action was required.</p> |
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