

National American University
Report on the Assessment of Student Learning and Achievement
Master of Business Administration Program
2014 – 2015

MBA

Student learning outcomes

1. Integrate business administration principles, including accounting, finance, economics, and statistics, in order to formulate analytically sound decisions and predict their likely outcomes.
2. Demonstrate leadership through effective communication and use of technology to achieve project and/or organizational goals.
3. Evaluate corporate social responsibility in the global business environment.
4. Demonstrate collaboration and team-building.

Direct Measure 1

Assessment Description

Scores on a faculty-designed rubric applied to the comprehensive project required in MT6650 Strategy and Policy

Performance Target

90% of students will score 80% or higher on the rubric

Result

The performance target was not met. N=64.

Recommendations

Review the course learning activities and textbook/reference materials to determine if they prepare students for and support them during the BSG simulation assessment in this capstone course.

Direct Measure 2

Assessment Description

Scores on the self and peer review (Assignment 3.1) for the Business Strategy Game simulation in MT6650 Strategy and Policy.

Performance Target

90% of students will achieve a score of 80% or higher on the self and peer review.

Result	The performance target was not met. N=69.
Recommendations	Add teamwork articles and/or guidelines to the course curriculum; consider utilizing the end-game peer evaluation scores for peer evaluation.
<u>Direct Measure 3</u>	
Assessment Description	Scores on a faculty-designed rubric applied to the portfolio in FN6350 Financial Management.
Performance Target	90% of students will score 70% or higher on the rubric.
Result	The performance target was met. N=41.
Recommendations	None
<u>Direct Measure 4</u>	
Assessment Description	Scores on faculty-designed rubric applied to the thesis required in MT6810 Thesis II
Performance Target	90% of students score 80% or higher on the rubric
Result	(No students were registered in the MT6810 Thesis II course during the 2014-15 academic year.)
<u>Indirect Measure 1</u>	
Assessment Description	Scores on a faculty-designed rubric applied to the reflective essay required in MT6650 Strategy and Policy.
Performance Target	80% or more of the students document two or more examples of how they have developed as leaders as a result of the graduate program.
Result	The performance target was met as more than 80% of students documented two or more examples of how they have developed as leaders as a result of the graduate program. N=87.
Recommendations	None
<u>Indirect Measure 2</u>	
Assessment Description	Responses to the question "Did your coursework prepare you for suitable employment?" on the

new internally developed Graduate Survey administered six months post-graduation.

Performance Target

80% of respondents indicate their coursework prepared them for suitable employment.

Result

75% of students responded that their coursework prepared them for suitable employment. N=16.

MBA with Accounting Emphasis

Student learning outcomes

1. Integrate business administration principles, including accounting, finance, economics, and statistics, in order to formulate analytically sound decisions and predict their likely outcomes.
2. Demonstrate leadership through effective communication and use of technology to achieve project and/or organizational goals.
3. Evaluate corporate social responsibility in the global business environment.
4. Demonstrate collaboration and team-building.
5. Evaluate anti-fraud deterrents and controls and the fraud examination plan for an organization's accounting systems and processes and recommend improvements.

Direct Measure 1

Assessment Description

Scores on a faculty-designed rubric applied to the comprehensive project required in MT6650 Strategy and Policy

Performance Target

90% of students will score 80% or higher on the rubric

Result

The performance target was not met. N=64.

Recommendations

Review the course learning activities and textbook/reference materials to determine if they prepare students for and support them during the BSG simulation assessment in this capstone course.

Direct Measure 2

Assessment Description	Scores on the self and peer review (Assignment 3.1) for the Business Strategy Game simulation in MT6650 Strategy and Policy.
Performance Target	90% of students will achieve a score of 80% or higher on the self and peer review.
Result	The performance target was not met. N=69.
Recommendations	Add teamwork articles and/or guidelines to the course curriculum; consider utilizing the end-game peer evaluation scores for peer evaluation.

Direct Measure 3

Assessment Description	Scores on a faculty-designed rubric applied to the portfolio in FN6350 Financial Management.
Performance Target	90% of students will score 70% or higher on the rubric.
Result	The performance target was met. N=41.
Recommendations	None

Direct Measure 4

Assessment Description	Scores on faculty-designed rubric applied to the thesis required in MT6810 Thesis II
Performance Target	90% of students score 80% or higher on the rubric
Result	(No students were registered in the MT6810 Thesis II course during the 2014-15 academic year.)

Direct Measure 5

Assessment Description	Scores on faculty-designed rubric applied to the final project in AC6250 Forensic Accounting and Fraud Examination.
Performance Target	90% of students score 80% or higher on the rubric
Result	The performance target was met. N=10.
Recommendations	None

Indirect Measure 1

Assessment Description	Scores on a faculty-designed rubric applied to the reflective essay required in MT6650 Strategy and Policy.
Performance Target	80% or more of the students document two or more examples of how they have developed as leaders as a result of the graduate program.
Result	The performance target was met as more than 80% of students documented two or more examples of how they have developed as leaders as a result of the graduate program. N=87.
Recommendations	None

Indirect Measure 2

Assessment Description	Responses to the question “Did your coursework prepare you for suitable employment?” on the new internally developed Graduate Survey administered six months post-graduation.
Performance Target	80% of respondents indicate their coursework prepared them for suitable employment.
Result	75% of students responded that their coursework prepared them for suitable employment. N=16.

MBA with Criminal Justice Emphasis

Student learning outcomes	<ol style="list-style-type: none"> 1. Integrate business administration principles, including accounting, finance, economics, and statistics, in order to formulate analytically sound decisions and predict their likely outcomes. 2. Demonstrate leadership through effective communication and use of technology to achieve project and/or organizational goals. 3. Evaluate corporate social responsibility in the global business environment. 4. Demonstrate collaboration and team-building. 5. Examine management and leadership challenges in the field of criminal justice and apply appropriate theories and methods in these situations to achieve organizational goals.
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Direct Measure 1

Assessment Description	Scores on a faculty-designed rubric applied to the comprehensive project required in MT6650 Strategy and Policy
Performance Target	90% of students will score 80% or higher on the rubric
Result	The performance target was not met. N=64.
Recommendations	Review the course learning activities and textbook/reference materials to determine if they prepare students for and support them during the BSG simulation assessment in this capstone course.

Direct Measure 2

Assessment Description	Scores on the self and peer review (Assignment 3.1) for the Business Strategy Game simulation in MT6650 Strategy and Policy.
Performance Target	90% of students will achieve a score of 80% or higher on the self and peer review.
Result	The performance target was not met. N=69.
Recommendations	Add teamwork articles and/or guidelines to the course curriculum; consider utilizing the end-game peer evaluation scores for peer evaluation.

Direct Measure 3

Assessment Description	Scores on a faculty-designed rubric applied to the portfolio in FN6350 Financial Management.
Performance Target	90% of students will score 70% or higher on the rubric.
Result	The performance target was met. N=41.
Recommendations	None

Direct Measure 4

Assessment Description	Scores on faculty-designed rubric applied to the thesis required in MT6810 Thesis II
Performance Target	90% of students score 80% or higher on the rubric

Result (No students were registered in the MT6810 Thesis II course during the 2014-15 academic year.)

Direct Measure 5

Assessment Description Scores on faculty-designed rubric applied to the LP5.2 Assignment: Police Chief in CJ6300 Criminal Justice Planning and Innovation.

Performance Target 90% of students score 80% or higher on the rubric

Result The performance target was met. N=10.

Recommendations None

Indirect Measure 1

Assessment Description Scores on a faculty-designed rubric applied to the reflective essay required in MT6650 Strategy and Policy.

Performance Target 80% or more of the students document two or more examples of how they have developed as leaders as a result of the graduate program.

Result The performance target was met as more than 80% of students documented two or more examples of how they have developed as leaders as a result of the graduate program. N=87.

Recommendations None

Indirect Measure 2

Assessment Description Responses to the question “Did your coursework prepare you for suitable employment?” on the new internally developed Graduate Survey administered six months post-graduation.

Performance Target 80% of respondents indicate their coursework prepared them for suitable employment.

Result 75% of students responded that their coursework prepared them for suitable employment. N=16.

MBA with HR Management Emphasis

Student learning outcomes 1. Integrate business administration principles, including accounting,

finance, economics, and statistics, in order to formulate analytically sound decisions and predict their likely outcomes.

2. Demonstrate leadership through effective communication and use of technology to achieve project and/or organizational goals.
3. Evaluate corporate social responsibility in the global business environment.
4. Demonstrate collaboration and team-building.
5. Develop strategies for human resource management consistent with legal and regulatory requirements.

Direct Measure 1

Assessment Description

Scores on a faculty-designed rubric applied to the comprehensive project required in MT6650 Strategy and Policy

Performance Target

90% of students will score 80% or higher on the rubric

Result

The performance target was not met. N=64.

Recommendations

Review the course learning activities and textbook/reference materials to determine if they prepare students for and support them during the BSG simulation assessment in this capstone course.

Direct Measure 2

Assessment Description

Scores on the self and peer review (Assignment 3.1) for the Business Strategy Game simulation in MT6650 Strategy and Policy.

Performance Target

90% of students will achieve a score of 80% or higher on the self and peer review.

Result

The performance target was not met. N=69.

Recommendations

Add teamwork articles and/or guidelines to the course curriculum; consider utilizing the end-game peer evaluation scores for peer evaluation.

Direct Measure 3

Assessment Description	Scores on a faculty-designed rubric applied to the portfolio in FN6350 Financial Management.
Performance Target	90% of students will score 70% or higher on the rubric.
Result	The performance target was met. N=41.
Recommendations	None

Direct Measure 4

Assessment Description	Scores on faculty-designed rubric applied to the thesis required in MT6810 Thesis II
Performance Target	90% of students score 80% or higher on the rubric
Result	(No students were registered in the MT6810 Thesis II course during the 2014-15 academic year.)

Direct Measure 5

Assessment Description	Scores on faculty-designed rubric applied to the LP5.1 Assignment: Training and Development in MT6350 Strategic Resource Management.
Performance Target	90% of students score 80% or higher on the rubric
Result	The performance target was not met. N=4.
Recommendations	Review the course learning activities and textbook/reference materials to determine if they prepare students for successful completion of the training and development assessment.

Indirect Measure 1

Assessment Description	Scores on a faculty-designed rubric applied to the reflective essay required in MT6650 Strategy and Policy.
Performance Target	80% or more of the students document two or more examples of how they have developed as leaders as a result of the graduate program.
Result	The performance target was met as more than 80% of students documented two or more examples of how they have developed as leaders as a result of the graduate program. N=87.

Recommendations None

Indirect Measure 2

Assessment Description Responses to the question “Did your coursework prepare you for suitable employment?” on the new internally developed Graduate Survey administered six months post-graduation.

Performance Target 80% of respondents indicate their coursework prepared them for suitable employment.

Result 75% of students responded that their coursework prepared them for suitable employment. N=16.

MBA with Healthcare Admin Emphasis

Student learning outcomes

1. Integrate business administration principles, including accounting, finance, economics, and statistics, in order to formulate analytically sound decisions and predict their likely outcomes.
2. Demonstrate leadership through effective communication and use of technology to achieve project and/or organizational goals.
3. Evaluate corporate social responsibility in the global business environment.
4. Demonstrate collaboration and team-building.
5. Create plans for healthcare initiatives based on documented best practices with consideration given to related fiscal, regulatory, and policy issues.

Direct Measure 1

Assessment Description Scores on a faculty-designed rubric applied to the comprehensive project required in MT6650 Strategy and Policy

Performance Target 90% of students will score 80% or higher on the rubric

Result The performance target was not met. N=64.

Recommendations Review the course learning activities and textbook/reference materials to determine if they

prepare students for and support them during the BSG simulation assessment in this capstone course.

Direct Measure 2

Assessment Description

Scores on the self and peer review (Assignment 3.1) for the Business Strategy Game simulation in MT6650 Strategy and Policy.

Performance Target

90% of students will achieve a score of 80% or higher on the self and peer review.

Result

The performance target was not met. N=69.

Recommendations

Add teamwork articles and/or guidelines to the course curriculum; consider utilizing the end-game peer evaluation scores for peer evaluation.

Direct Measure 3

Assessment Description

Scores on a faculty-designed rubric applied to the portfolio in FN6350 Financial Management.

Performance Target

90% of students will score 70% or higher on the rubric.

Result

The performance target was met. N=41.

Recommendations

None

Direct Measure 4

Assessment Description

Scores on faculty-designed rubric applied to the thesis required in MT6810 Thesis II

Performance Target

90% of students score 80% or higher on the rubric

Result

(No students were registered in the MT6810 Thesis II course during the 2014-15 academic year.)

Direct Measure 5

Assessment Description

Scores on faculty-designed rubric applied to the LP5 Assignment: Strategies Plan in HA6510 Global Issues in Healthcare.

Performance Target

90% of students score 80% or higher on the rubric

Result The performance target was not met. N=22.

Recommendations Review the course learning activities and textbook/reference materials to determine if they prepare students for successful completion of the training and development assessment.

Indirect Measure 1

Assessment Description Scores on a faculty-designed rubric applied to the reflective essay required in MT6650 Strategy and Policy.

Performance Target 80% or more of the students document two or more examples of how they have developed as leaders as a result of the graduate program.

Result The performance target was met as more than 80% of students documented two or more examples of how they have developed as leaders as a result of the graduate program. N=87.

Recommendations None

Indirect Measure 2

Assessment Description Responses to the question “Did your coursework prepare you for suitable employment?” on the new internally developed Graduate Survey administered six months post-graduation.

Performance Target 80% of respondents indicate their coursework prepared them for suitable employment.

Result 75% of students responded that their coursework prepared them for suitable employment. N=16.

MBA with Proprietary Higher Ed Emphasis

Student learning outcomes

1. Integrate business administration principles, including accounting, finance, economics, and statistics, in order to formulate analytically sound decisions and predict their likely outcomes.
2. Demonstrate leadership through effective communication and use of technology to achieve project and/or organizational goals.
3. Evaluate corporate social responsibility in the global business environment.

4. Demonstrate collaboration and team-building.
5. Demonstrate management and leadership skills utilized in proprietary higher education institutions.

Direct Measure 1

Assessment Description	Scores on a faculty-designed rubric applied to the comprehensive project required in MT6650 Strategy and Policy
Performance Target	90% of students will score 80% or higher on the rubric
Result	The performance target was not met. N=64.
Recommendations	Review the course learning activities and textbook/reference materials to determine if they prepare students for and support them during the BSG simulation assessment in this capstone course.

Direct Measure 2

Assessment Description	Scores on the self and peer review (Assignment 3.1) for the Business Strategy Game simulation in MT6650 Strategy and Policy.
Performance Target	90% of students will achieve a score of 80% or higher on the self and peer review.
Result	The performance target was not met. N=69.
Recommendations	Add teamwork articles and/or guidelines to the course curriculum; consider utilizing the end-game peer evaluation scores for peer evaluation.

Direct Measure 3

Assessment Description	Scores on a faculty-designed rubric applied to the portfolio in FN6350 Financial Management.
Performance Target	90% of students will score 70% or higher on the rubric.
Result	The performance target was met. N=41.
Recommendations	None

Direct Measure 4

Assessment Description Scores on faculty-designed rubric applied to the thesis required in MT6810 Thesis II

Performance Target 90% of students score 80% or higher on the rubric

Result (No students were registered in the MT6810 Thesis II course during the 2014-15 academic year.)

Direct Measure 5

Assessment Description Scores on faculty-designed rubric applied to the LP5 final paper in HE6200 Management Topics in Higher Education.

Performance Target 90% of students score 80% or higher on the rubric

Result The performance target was not met. N=6.

Recommendations Continue this direct assessment of student learning outcomes. No further recommendations.

Indirect Measure 1

Assessment Description Scores on a faculty-designed rubric applied to the reflective essay required in MT6650 Strategy and Policy.

Performance Target 80% or more of the students document two or more examples of how they have developed as leaders as a result of the graduate program.

Result The performance target was met as more than 80% of students documented two or more examples of how they have developed as leaders as a result of the graduate program. N=87.

Recommendations None

Indirect Measure 2

Assessment Description Responses to the question "Did your coursework prepare you for suitable employment?" on the new internally developed Graduate Survey administered six months post-graduation.

Performance Target 80% of respondents indicate their coursework prepared them for suitable employment.

Result 75% of students responded that their coursework prepared them for suitable employment. N=16.

MBA with International Mgt Emphasis

Student learning outcomes

1. Integrate business administration principles, including accounting, finance, economics, and statistics, in order to formulate analytically sound decisions and predict their likely outcomes.
2. Demonstrate leadership through effective communication and use of technology to achieve project and/or organizational goals.
3. Evaluate corporate social responsibility in the global business environment.
4. Demonstrate collaboration and team-building.
5. Develop effective international competitive strategies for firms.

Direct Measure 1

Assessment Description Scores on a faculty-designed rubric applied to the comprehensive project required in MT6650 Strategy and Policy

Performance Target 90% of students will score 80% or higher on the rubric

Result The performance target was not met. N=64.

Recommendations Review the course learning activities and textbook/reference materials to determine if they prepare students for and support them during the BSG simulation assessment in this capstone course.

Direct Measure 2

Assessment Description Scores on the self and peer review (Assignment 3.1) for the Business Strategy Game simulation in MT6650 Strategy and Policy.

Performance Target 90% of students will achieve a score of 80% or higher on the self and peer review.

Result The performance target was not met. N=69.

Recommendations

Add teamwork articles and/or guidelines to the course curriculum; consider utilizing the end-game peer evaluation scores for peer evaluation.

Direct Measure 3

Assessment Description

Scores on a faculty-designed rubric applied to the portfolio in FN6350 Financial Management.

Performance Target

90% of students will score 70% or higher on the rubric.

Result

The performance target was met. N=41.

Recommendations

None

Direct Measure 4

Assessment Description

Scores on faculty-designed rubric applied to the thesis required in MT6810 Thesis II

Performance Target

90% of students score 80% or higher on the rubric

Result

(No students were registered in the MT6810 Thesis II course during the 2014-15 academic year.)

Direct Measure 5

Assessment Description

Scores on faculty-designed rubric applied to the LP5 Assignment: Course Project in MT6580 International Management.

Performance Target

90% of students score 80% or higher on the rubric

Result

The performance target was not met. N=31.

Recommendations

Review the course learning activities and textbook/reference materials to determine if they prepare students for successful completion of the course project assessment.

Indirect Measure 1

Assessment Description

Scores on a faculty-designed rubric applied to the reflective essay required in MT6650 Strategy and Policy.

80% or more of the students document two or more examples of how they have developed as

Performance Target	leaders as a result of the graduate program.
Result	The performance target was met as more than 80% of students documented two or more examples of how they have developed as leaders as a result of the graduate program. N=87.
Recommendations	None

Indirect Measure 2

Assessment Description	Responses to the question “Did your coursework prepare you for suitable employment?” on the new internally developed Graduate Survey administered six months post-graduation.
Performance Target	80% of respondents indicate their coursework prepared them for suitable employment.
Result	75% of students responded that their coursework prepared them for suitable employment. N=16.

Operational Assessment Results (Graduate) 2014/15:

Assessment Measure #1 - BACC and GACC review of identified business courses over a three-year (academic year) cycle

Performance Objective - 95% of master syllabi reviewed contain performance-based competency statements.

Operational Assessment Results – All syllabi for the MM and MBA programs are reviewed and vote on by the MCAP Committee (formerly GACC). The MM and MBA utilize only performance-based competencies in their courses, thus 100% of syllabi contained performance-based competencies.

Assessment Measure #2 – Annual review of program assessment plans and reports.

Performance Objective – 100% of assessment points in business-related assessment plans are reviewed by the faculty each academic year to ensure that external and internal requirements are met; 100% of assessment plans are reviewed by the faculty each year and revised as needed. Assessment results were presented to the faculty at the May, 2016 Graduate Council meeting, 100% of assessment points reviewed, and reports generated with faculty recommendations for improvement based on the assessment data.

Assessment Measure #3 – Faculty credential files

Performance Objective - 95% of the school’s full-time and adjunct faculty members will be either doctorally or professionally qualified to teach in their respective disciplinary areas. Furthermore, 100% of faculty members identified as minimally qualified according to the IACBE guidelines will become professionally qualified within one academic year.

Operational Assessment Results – All master’s faculty members are doctorally qualified. It is a requirement of the graduate program that faculty must have a conferred doctorate or be ABD (but actively working on completion of their degree) to teach.

Assessment Measure #4 - Periodic program reviews (academic program reviews will be conducted for all programs over a five-year (academic year) cycle.

Performance Objective - 100% of external reviewer reports will be evaluated for feasibility and implementation to improve programs.

Operational Assessment Results – MBA and MM program reviews were recently conducted in 2011 and were evaluated for feasibility for feasibility and implementation to improve programs.

Assessment Measure #5 - IACBE Annual Report

Performance Objective - Zero “notes” or “observations” on annual IACBE Report.

Operational Assessment Results – There were no “notes” or “observations” on the latest annual report submitted to the IACBE.