

# W. Frank Barton School of Business Executive MBA Program 2007-2008 Assessment Plan Year End Report

## **A. Mission Statement**

The Barton School of Business is committed to providing the highest level of quality graduate management education and producing Executive MBA graduates capable of functioning at executive levels of responsibility in business, government, and not-for-profit organizations.

## **B. Constituents**

The graduate students in the Executive MBA program are the program constituents.

## **C. Program Objectives**

1. To ensure the enrollment of at least 20 qualified students into the program every two years.
2. To provide qualified AACSB-level faculty for the program.
3. To provide an appropriate number of graduate courses for the program.
4. To ensure graduates are satisfied with the program in terms of knowledge gained and skills developed.
5. To maintain appropriate student services for the EMBA student constituent group.

## **D. Educational Student Outcomes**

1. Students will demonstrate skills in effective communication and team work
2. Students will demonstrate skills in use and management of technology
3. Students will demonstrate skills in effective executive leadership skills
4. Students will demonstrate skills in critical thinking and organizational-level problem solving
5. Students will be exposed to and given assistance in understanding ethical business practices and the concept of social responsibility.

## **E. Assessment of Program Objectives**

*All data collection, data analysis, and strategic activities related to program and educational student outcome assessment is the responsibility of the Director of Graduate Studies in Business.*

1. Objective 1 –Admission of qualified students
  - Admit only students with the academic and professional experience to successfully complete the program.
  - Admit only international applicants who meet the minimum TOEFL score of 570 (paper version), 230 (computer version) or 88-89 (Internet-based).

Assessment: Annual monitoring of admissions statistics using Graduate School and University data bases.

### **Results:**

- 25 students were admitted into the EMBA program for the 2007-2008 EMBA class.
- Average work experience of this group was 13 years.
- 20% of the class had a previous graduate degree.
- All international students met the minimum required TOEFL score.

### **Action:**

- No action needed.

2. Objective 2 – Qualified Faculty
- Maintain AACSB faculty levels that require at least 90% of MBA faculty members must be terminally or professionally qualified.

Assessment: -Annual monitoring of course records to see that all graduate courses are taught by AACSB-recognized faculty.  
-Annual review of Faculty Activity Reports to assure that MBA faculty is meeting AACSB requirements.

**Results:**

- **100% of the EMBA classes taught during the 2007-2008 academic year were either professionally and/or academically (terminally) qualified.**

**Action:**

- **No action needed.**

3. Objective 3 – Number of Graduate Courses
- The program must offer the 12 courses outlined in the EMBA curriculum.

Assessment: -Review of EMBA course schedules prior to the start of each EMBA class.

**Results:**

- **Six of the required 12 MBA courses were offered during the 2007-2008 Academic Year. The remaining six courses required will be offered during the 2008-2009 Academic Year.**

**Action:**

- **No action needed.**

4. Objective 4 - To ensure graduates are satisfied with the program in terms of knowledge gained.

- Students will be asked to evaluate all EMBA courses and instructors at each class section's midpoint, at the end of each course, and also post-graduation.

Assessment: -An evaluation will be conducted at the mid-point of each class section.  
-Mandatory use of course and instructor evaluations in all EMBA courses.  
-Administration of the AACSB/Educational Benchmarking (EBI) Survey for recent graduates. The EBI survey provides self-assessment information, comparative assessment information, and longitudinal assessment.  
-Periodic administration (every 3-5 years) of the Educational Benchmarking (EBI) Survey to alumni of program.  
-Review of Graduate School Exit Survey data.

**Results:**

- **Mid-course and Course-end evaluations were administered to all students for each class.**
- **The EBI Survey was not administered because the EBI questions are not relevant for EMBA students.**
- **The Graduate School Exit Survey was administered with favorable results.**

**Action:**

- **More evaluations are needed. Student Entry and Student Exit Surveys will be administered to the next cohort of EMBA students.**

5. Objective 5 - To maintain appropriate student services for the Executive MBA student constituent group.

- Offer an extensive student orientation at the beginning of each incoming student group.
- Offer a variety of student and student family activities pertinent to the EMBA experience.
- Provide student assistance throughout the day on Saturday class days' during normal work hours (8-5) and also until 7 p.m. at least one week night per week.

Assessment: -University employee time records.  
-Attendance levels at EMBA events  
-Review of EBI surveys, feedback gained from course evaluations  
-Review of WSU Graduate School Exit Survey results.

**Results:**

- **With no new EMBA cohort, the Orientation was not offered during the 2007-2008 Academic Year.**
- **Three Student/Family events were held during the 2007-2008 Academic Year.**
- **The attendance level at EMBA events was high. The Holiday Dinner was attended by 90% of the current class and 20 EMBA alumni. The Graduation Dinner was attended by 90% of the EMBA students.**
- **There were 6 guest speakers at EMBA classes during the 2007-2008 Academic Year.**
- **As a result of student feedback, many of these speakers were scheduled during class time instead of the lunch hour.**
- **Student assistance was provided every Saturday during class from 7:30 am to 5:00 pm.**
- **The Graduate School Exit Survey was administered with favorable results.**
- **The EBI survey was not administered.**

**Action:**

- **Offering the Student Entry Survey will help determine student expectations and needs.**

**F. Assessment of Educational Student Outcomes**

1. Students will demonstrate skills in effective communication and team work

Assessment -An evaluation of each student's communication and team work skills will be conducted by the professor during the EMBA 811 course projects.

**Result:**

- **EMBA students were assessed during the Spring 2008 term using class exercises.**
- **All students were rated at an acceptable or exemplary level for this learning goal.**

**Action:**

- **No action needed until Spring 2010 when the next cohort will be assessed.**

2. Students will demonstrate skills in use and management of Technology

Assessment: -Students will be evaluated based on their performance on exam items in the EMBA 809 course.

**Results:**

**The following three goals were assessed (with standard achievement obtained):**

- **Develop the ability to assess risks and advantages associated with contemporary information systems (100% met the standard);**
- **Understand the issues associated with configuring and managing information systems (74% met the standard);**
- **Understand the issues associated with developing and sourcing of information systems (84% met the standard).**

**Action:**

- **The IS class will be modified to increase the percentage of students who understand the issues associated with configuring and managing information systems to 85%.**
- **This will not occur until 2009 when the new cohort completes the class.**

3. Students will demonstrate skills in executive leadership skills

Assessment: -Students will be evaluated based on their performance on assignments in the EMBA 811 course.

**Results:**

- **The students were assessed using class exercises during the Spring 2008 term.**
- **100% of the students were rated as acceptable or exemplary.**

**Action:**

- **No action needed until Spring 2010 when next cohort will be assessed.**

4. Students will demonstrate skills in critical thinking and organizational-level problem solving

Assessment: -Students will be evaluated based on their performance on exam items in the EMBA 808 course.

**Results:**

- **The EMBA students were assessed on an exam consisting of 30 major problems on situational evaluation and decision making, including the use of regression analysis. 100% of the students met the standard.**

**Action:**

- **No action needed until 2009 when the next cohort will be assessed.**

5. Students will given exposure to and assistance in understanding ethical business practices and the concept of social responsibility.

Assessment: -The understanding of ethics and social responsibility will be evaluated in the EMBA 811 course and will be based on student performance on a case study project.

**Results:**

- **The students were assessed using a class case study assignment.**
- **100% were rated as acceptable or exemplary on this learning goal.**

**Action:**

- **No action needed until 2010 when the new cohort will be assessed.**

**G. Feedback loop used by faculty**

The Barton School Graduate Programs Committee is charged with the evaluation and modification of the graduate programs offered within the Barton School of Business. Committee composition is a faculty member from each of the five departments in the Barton School, the Associate Dean for Graduate Programs, a (non-voting) graduate student representative, and the program directors for each of the graduate programs in the college. Each departmental representative is charged with presenting departmental issues to the committee as a whole. Departmental representatives are then charged with conveying information about committee actions and discussions back to the members of their academic departments. The committee evaluates and approves/rejects curricular and policy changes made by program administration, faculty and departments with respect to the MBA, Executive MBA, Master of Accountancy, and Master of Arts Economics degree programs. Any actions of the Graduate Programs Committee are then presented to the entire Barton School faculty for approval. Assessment data is evaluated by this body and curriculum change recommendations are made as a result of assessment outcomes. The committee is responsible for reviewing and approving each program's annual report to the Graduate School and the incorporation of the report into the Barton School Annual Report required for AACSB ongoing accreditation.