

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

## 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.

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.

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.

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

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.

## **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.

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.

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.

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.

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.

#### **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.