



Program Review Self-Study Template

Academic unit: Office of Graduate Studies in Business - Master of Business Administration (MBA) & Executive Master of Business Administration

College: Business

Date of last review 2013

Date of last accreditation report (if relevant) Dec. 2012

List all degrees described in this report (add lines as necessary)

Degree: Master – Business Administration CIP code: 52.0201

Degree: Executive Master – Business Administration CIP code: 52.0201


Degree: _____ CIP code: _____

*To look up, go to: Classification of Instructional Programs Website, <http://nces.ed.gov/ipeds/cipcode/Default.aspx?v=55>

Faculty of the academic unit (add lines as necessary)

Name Signature

As interdisciplinary programs, the MBA and EMBA programs do not have department faculty. Faculty are drawn as needed from departments to teach courses in the programs. _____

Submitted by:  _____ Date 6/10/2016
(name and title)

1. Departmental purpose and relationship to the University mission (refer to instructions in the WSU Program Review document for more information on completing this section).

a. University Mission:

The mission of Wichita State University is to be an essential educational, cultural, and economic driver for Kansas and the greater public good.

b. Program Mission (if more than one program, list each mission):

The Master of Business Administration and Executive Master of Business Administration degrees prepares students for lifelong learning and success in the global marketplace, advances the knowledge and practice of business, and supports economic growth through research, outreach and knowledge transfer.

c. The role of the program (s) and relationship to the University mission: Explain in 1-2 concise paragraphs.

The programs offer intellectual and professional advancement opportunities for professionals working at different organizations in Kansas.

d. Has the mission of the Program (s) changed since last review? Yes No

i. If yes, describe in 1-2 concise paragraphs. If no, is there a need to change?

The mission of the program has changed to better reflect the changes in the mission of the university. The Executive MBA program now has a focus on Innovation Leadership because of that 5 credit hours in the curriculum are being devoted to topics related to innovation and leadership.

- e. Provide an overall description of your program (s) including a list of the measurable goals and objectives of the program (s) (programmatic). Have they changed since the last review?
 X Yes No

Learning Goals - Master of Business Administration

1. Demonstrate skills in effective communication and teamwork
2. Demonstrate skills in use and management of technology
3. Demonstrate knowledge of effective management and leadership
4. Demonstrate skills in critical thinking and problem solving
5. Be exposed to and given assistance in understanding ethical business practices and the concept of social responsibility

Learning Goals - Executive Master of Business Administration (Data will be collected in 2016 for review)

1. Develop the ability to identify and solve business problems and pursue opportunities
2. Acquire and enhance skills to lead teams and organizations
3. Demonstrate effective communication skills
4. Develop awareness of domestic and global economic, legal, ethical, and technological environments in which organizations function

2. Describe the quality of the program as assessed by the strengths, productivity, and qualifications of the faculty in terms of SCH, majors, graduates, and scholarly/creative activity (refer to instructions in the WSU Program Review document for more information on completing this section).

Scholarly Productivity	Number Journal Articles		Number Presentations		Number Conference Proceedings		Performances			Number of Exhibits		Creative Work		No. Books	No. Book Chaps.	No. Grants Awarded or Submitted	\$ Grant Value
	Ref	Non-Ref	Ref	Non-Ref	Ref	Non-Ref	*	**	***	Juried	****	Juried	Non-Juried				
Year 1																	
Year 2																	
Year 3																	

* Winning by competitive audition. **Professional attainment (e.g., commercial recording). ***Principal role in a performance. ****Commissioned or included in a collection.

- Provide a brief assessment of the quality of the faculty/staff using the data from the table above and tables 1-7 from the Office of Planning Analysis as well as any additional relevant data. Programs should comment on details in regard to productivity of the faculty (i.e., some departments may have a few faculty producing the majority of the scholarship), efforts to recruit/retain faculty, departmental succession plans, course evaluation data, etc.

Faculty from all departments teach in the MBA and Executive MBA programs, so the intellectual activities of the faculty of the entire college are relevant.

3. Academic Program: Analyze the quality of the program as assessed by its curriculum and impact on students for each program (if more than one). Attach updated program assessment plan (s) as an appendix (refer to instructions in the WSU Program Review document for more information).

- a. For undergraduate programs, compare ACT scores of the majors with the University as a whole. N/A
- b. For graduate programs, compare graduate GPAs of the majors with University graduate GPAs.

MBA

Last 3 Years	Total Admitted - By FY	Average GPA (Admitted) – Domestic Students Only (60 hr GPA for those with ≥54 hr reported) By FY	
		GPA of those Admitted	University GPA
Year 1→	73	3.40	3.50
Year 2→	78	3.40	3.50
Year 3→	78	3.20	3.50

EMBA

Last 3 Years	Total Admitted - By FY	Average GPA (Admitted) – Domestic Students Only (60 hr GPA for those with ≥54 hr reported) By FY	
		GPA of those Admitted	University GPA
Year 1→	13	3.30	3.50
Year 2→	0		
Year 3→	0		

- c. Identify the principal learning outcomes (i.e., what skills does your Program expect students to graduate with). Provide aggregate data on how students are meeting those outcomes in the table below. Data should relate to the goals and objectives of the program as listed in 1e. Provide an analysis and evaluation of the data by learner outcome with proposed actions based on the results.

Master of Business Administration

Learning Outcomes	Assessment Tool	Assessment Schedule	Result	Actions
Demonstrate skills in effective communication and teamwork	Group project / Management simulation team project Executive memo assignment (MGMT 885)	Data: Fall 2014 – Spring 2015 Review: Fall 2015 Actions: Spring 2016 – Fall 2016	Team formation requires improvement. Communication skills need substantial improvement.	Conduct DISC assessment and provide results to the faculty for team formation. Introduce a session on German culture and work practices in the Spring class. Executive memo assignment in MKT 801. Executive memo assignment in MIS 874.
Demonstrate skills in use and management of technology	Multiple choice questions (MIS 874)	Data: Fall 2014 – Spring 2015 Review: Fall 2015 Actions: Spring 2016 – Fall 2016	Enhanced content coverage is need to address sub-goal 1.	Executive memo assignment should be on assessing the risk and benefits of an information system and making a recommendation.
Demonstrate knowledge of effective management and leadership	Review a classic film, TWELVE O'CLOCK HIGH and complete an assessment form (MGMT 862)	Data: Spring 2015 – Fall 2015 Review: Spring 2016 Actions: Fall 2016 – Spring 2017	Overall, results look good. The area where result is relatively lower is performance evaluation approaches. Assessment data on the goal from outside the class may be helpful.	Revised the wording of the goal. Introduce an assignment /case study on performance evaluation approaches. Include additional assessment data from outside the class.
Demonstrate skills in critical thinking and problem solving	Consulting project that requires research design data gathering, analysis, and reporting (MKT 803 / MGMT 803)	Data: Spring 2015 – Fall 2015 Review: Spring 2016 Actions: Fall 2016 – Spring 2017	Sub-goal 2 needs improvement. Improvement is needed on student's ability to decipher information that is relevant to a problem / decision.	Introduce an assignment on information analysis and assessment in FIN 850.
Be exposed to and given assistance in understanding ethical business practices and the concept of social responsibility	Ethics case scenario essay (BLAW 810)	Data: Fall 2014 – Spring 2015 Review: Fall 2015 Actions: Spring 2016 – Fall 2016	Identification and assessment of ethical issues is a challenge. Performance on sub-goals 1 and 3 need improvement.	Introduce an ethics case study in ACCT 801 that covers identification and assessment of ethical issues.

Please see the appendix for the detailed report

Executive MBA

Learning Goal	Assessment Strategy / Tools	Assessment Schedule	Learning Outcome	Actions
Develop the ability to identify and solve business problems and pursue opportunities	EMBA 802 (Strategic Marketing) (Brian Rawson), EMBA 804 (Operations and Supply Chain Management) (Sue Abdinnour), EMBA 807 (Corporate Finance) (Tim Craft). Please make sure that both sub-goals are being assessed.	Data: Fall 2015 – Fall 2016 Review: Spring 2017 Actions: Fall 2017 onwards		
Acquire and enhance skills to lead teams and organizations	Will be assessed independently in a class this semester and in a class in Fall 2016	Data: Fall 2015 – Fall 2016 Review: Spring 2017 Actions: Fall 2017 onwards		
Demonstrate effective communication skills	Written: EMBA 802 (Strategic Marketing) (Brian Rawson) and EMBA 812 (Larry Spurgeon) Oral: EMBA 807 (Corporate Finance) (Tim Craft) and EMBA 800 (Decision Making and Analytics) (Kate Kung-McIntyre)	Data: Fall 2015 – Fall 2016 Review: Spring 2017 Actions: Fall 2017 onwards		
Develop awareness of domestic and global economic, legal, ethical, and technological environments in which organizations function	Global sub goal: EMBA 805 (Global Business and Competitiveness) (Masud Chand), IT sub goal: EMBA 809 (Strategic Information Technology) (Khawaja Saeed), Legal and ethics sub goal: EMBA 812 (Business Law and Ethics for Executives), (Larry Spurgeon and Mark Wilkerson), Innovation sub goal: EMBA 890 G (Corporate Entrepreneurship), EMBA 890 K (Innovation Management), EMBA 890 M (New Product Development)	Data: Fall 2015 – Fall 2016 Review: Spring 2017 Actions: Fall 2017 onwards		

- d. Provide aggregate data on student majors satisfaction (e.g., exit surveys), capstone results, licensing or certification examination results (if applicable), employer surveys or other such data that indicate student satisfaction with the program and whether students are learning the curriculum (for learner outcomes, data should relate to the outcomes of the program as listed in 3c).

MBA

Student Satisfaction (e.g., exit survey data on overall program satisfaction). Percent satisfied or higher			Learner Outcomes (e.g., capstone, licensing/certification exam pass-rates) by year, for the last three years				
Year		Result (e.g., 4.5 on scale of 1-5, where 5 highest)	Year	N	Name of Exam	Program Result	National Comparison±
	N	Percentage					
1	35	88.6%	1		N/A		
2	48	85.4%	2		N/A		
3	57	91.4%	3		N/A		

EMBA

Student Satisfaction (e.g., exit survey data on overall program satisfaction). Percent satisfied or higher			Learner Outcomes (e.g., capstone, licensing/certification exam pass-rates) by year, for the last three years				
Year		Result (e.g., 4.5 on scale of 1-5, where 5 highest)	Year	N	Name of Exam	Program Result	National Comparison±
	N	Percentage					
1	0		1		N/A		
2	12	91.7%	2		N/A		
3	1	100%	3		N/A		

- e. Provide aggregate data on how the goals of the *WSU General Education Program* and *KBOR 2020 Foundation Skills* are assessed in undergraduate programs (optional for graduate programs).

Outcomes:	Results	
	Majors	Non-Majors
<ul style="list-style-type: none"> ○ Have acquired knowledge in the arts, humanities, and natural and social sciences ○ Think critically and independently ○ Write and speak effectively ○ Employ analytical reasoning and problem solving techniques 		
N/A		
N/A		
N/A		

Note: Not all programs evaluate every goal/skill. Programs may choose to use assessment rubrics for this purpose. Sample forms available at:

<http://www.aacu.org/value/rubrics/>

- f. For programs/departments with concurrent enrollment courses (per KBOR policy), provide the assessment of such courses over the last three years (disaggregated by each year) that assures grading standards (e.g., papers, portfolios, quizzes, labs, etc.) course management, instructional delivery, and content meet or exceed those in regular on-campus sections.

Provide information here:

N/A

- g. Indicate whether the program is accredited by a specialty accrediting body including the next review date and concerns from the last review.

Accredited by AACSB. The next visit is scheduled for Spring 2018.

- h. Provide the process the department uses to assure assignment of credit hours (per WSU policy 2.18) to all courses has been reviewed over the last three years.

Sample syllabus language for assignment of credit hours (along with ADA, academic honesty, and email policies) are distributed to faculty prior to the start of every semester. Review of syllabi show that language is actually included in syllabi. Sample syllabi are in departmental reports, since there are no separate courses.

- i. Provide a brief assessment of the overall quality of the academic program using the data from 3a – 3e and other information you may collect, including outstanding student work (e.g., outstanding scholarship, inductions into honor organizations, publications, special awards, academic scholarships, student recruitment and retention).

Student performance in both the MBA and the Executive MBA program is at par with other graduate programs. We have put in place an assurance of learning process which requires that data on student learning outcomes is collected on a regular basis and used to make improvements in our curriculum. One of the best signals of program quality is student satisfaction. The results show that for year three, both of in the MBA and Executive MBA programs more than 90 percent of the graduates are satisfied with the program.

4. Analyze the student need and employer demand for the program. Complete for each program if appropriate (refer to instructions in the WSU Program Review document for more information on completing this section).

- a. Utilize the table below to provide data that demonstrates student need and demand for the program.

Enrollment

	Applicants	Admitted
Year 1	121	79
Year 2	97	65
Year 3	119	69

The exit survey data shows that employers provided 38.5% of the students in the programs with tuition waivers. This percentage is the highest when compared with other graduate programs across campus.

Employment of Majors*							Projected growth from BLS** Current year only.
Average Salary	Employment % In state	Employment % in the field	Employment: % related to the field	Employment: % outside the field	No. pursuing graduate or professional education		
Year 1	\$63,186	85.70%	62.50%	37.5%	0%	↓	
Year 2	\$54,588	53.80%	42.30%	3.80%	0%		
Year 3	\$68,644	96.50%	73.50%	26.5%	0%		

* May not be collected every year

** Go to the U.S. Bureau of Labor Statistics Website: <http://www.bls.gov/oco/> and view job outlook data and salary information (if the Program has information available from professional associations or alumni surveys, enter that data)

- Provide a brief assessment of student need and demand using the data from tables 11-15 from the Office of Planning and Analysis and from the table above. Include the most common types of positions, in terms of employment graduates can expect to find.

The enrollment for the programs have held steady. We have experienced some challenges with the Executive MBA program. Significant changes to the curriculum were made and we implemented a program focus which has helped. The average salary for our MBA graduates in year three is \$68,644 and 96.5% of our graduate are employed in the state of Kansas. We believe that another strength of the program is that 73.5% of the graduates are employed in a field related to their studies.

5. Analyze the service the Program provides to the discipline, other programs at the University, and beyond. Complete for each program if appropriate (refer to instructions in the WSU Program Review document for more information on completing this section).

Percentage of SCH Taken By (last 3 years)			
Fall Semester	Year 1 - 2015	Year 2 - 2014	Year 3 - 2013
UG Majors	N/A	N/A	N/A
Gr Majors	N/A	N/A	N/A
Non-Majors	N/A	N/A	N/A

- Provide a brief assessment of the cost and service the Program provides. Comment on percentage of SCH taken by majors and non-majors, nature of Program in terms of the service it provides to other University programs, faculty service to the institution, and beyond.

The MBA program offers 3 preparatory classes that non-business undergraduates have to take before they can enroll in most of the core classes. These 3 preparatory classes are actually core classes for the Master of Engineering Management program offered by the Industrial Engineering Department at the College of Engineering. We also have a joint certificate in Enterprise System and Supply Chain Management with the Industrial Engineering Department that is open to Business and Engineering Students.

6. Report on the Program’s goal (s) from the last review. List the goal (s), data that may have been collected to support the goal, and the outcome. Complete for each program if appropriate (refer to instructions in the WSU Program Review document for more information on completing this section).

(For Last 3 FYs)	Goal (s)	Assessment Data Analyzed	Outcome
	No goals related to MBA and Executive MBA		

7. Summary and Recommendations

- a. Set forth a summary of the report including an overview evaluating the strengths and concerns. List recommendations for improvement of each Program (for departments with multiple programs) that have resulted from this report (relate recommendations back to information provided in any of the categories and to the goals and objectives of the program as listed in 1e). Identify three year goal (s) for the Program to be accomplished in time for the next review.

The MBA and Executive MBA programs are AACSB accredited and offer quality education at extremely competitive costs. These program are facing much higher competition from universities offering online programs. We have started to shift the MBA program toward a hybrid structure and classes are being restructured to an 8 week format with significant content being delivered online. Goals for the future include:

1. Transition to a Hybrid MBA program that utilizes online and face to face instructional delivery methods effectively.
2. Add another concentration to the MBA program based on demand.
3. Explore certificates options.