



INSTITUTIONAL EFFECTIVENESS PLAN

Instructions: For academic units, the content will focus on the assessment of student learning outcomes. Each degree program must submit a plan and report separately (i.e., a department with bachelor and master’s degree programs must submit a plan and report for each program). The plan should represent work forecasted for summer, fall, and spring. While the majority of the plan may be completed during the summer before it is due, final plans must be submitted annually by September 30.

Academic Department or Division:	Plan 2012-2013 Year: Choose an item.
Degree Program: Masters of Business Administration (MBA)	
Contact Person: Dr. Mel. E. Schnake Email: mschnake@valdosta.edu Telephone: 229-245-3822	
PLANNING	
Enter program planning outcomes/goals for this year by Core, Major, and/or Graduate levels. Results should be collected during the plan year and reported next year using the Institutional Effectiveness Report template. Delete any sections (Core, Major, Graduate) below which are not applicable to the reviewed program.	
CORE	
EXPECTED STUDENT LEARNING OUTCOMES/GOALS:	
<ul style="list-style-type: none"> • (Learning Goal #1). MBA students will demonstrate competence in the business disciplines, using appropriate accounting, marketing, economics, quantitative methods, organizational behavior, finance, or production knowledge and tools to make a business decision in that functional area. • (Learning Goal #2). MBA students will be critical thinkers, using concepts from strategic management to integrate relevant information, decision-making techniques, and concepts from multiple business functions to make decisions in new or unpredictable environments. • 	
MEASURES (PROVIDE A SPECIFIC MEASURE OF SUCCESS—HOW WILL YOU KNOW WHEN YOU HAVE ACHIEVED YOUR GOALS?)	
<p>Learning Goal #1. Functional knowledge is assessed in each course via embedded test questions. Quantitative methods and accounting knowledge will be assessed in Fall 2012 by Drs. Walker (MBA7660) and Gupta (MBA7030), respectively. Strategic management and marketing knowledge will be assessed in Spring 2013 by Drs. Williams (MBA7900) and Reisenwitz (MBA7050), respectively. Economics knowledge will be assessed in Spring 2013 by in MBA7500. Leadership and motivation knowledge will be assessed in MBA730 in Summer 2013. Financial knowledge will be assessed in MBA7350 in Spring 2013. Goal satisfaction will be determined with 70% of the students achieving a score of 70% or better on the embedded test questions in each course.</p> <ul style="list-style-type: none"> • Learning Goal #2. Critical thinking skills will be assessed by Dr. Williams in MBA7900 in 	



Spring 2013. His student teams present their analysis of a company and recommended strategy. He interviews each team, questioning members on their decisions and rates each student on a rubric prepared for this purpose. Goal satisfaction will be determined with 70% of the students receiving a rating of “Meets Expectations” or “Exceed Expectations” on the critical thinking skills rubric.

ASSESSMENTS/METHODS (INCLUDE HOW, WHEN, AND TO WHOM THESE ARE ADMINISTERED, AND ALIGN OUTCOMES WITH SPECIFIC ASSESSMENTS OR MEASURES):

Learning Goal #1. Functional knowledge is assessed in each course via embedded test questions. Quantitative methods and accounting knowledge will be assessed in Fall 2012 by Drs. Walker (MBA7660) and Gupta (MBA7030), respectively. Strategic management and marketing knowledge will be assessed in Spring 2013 by Drs. Williams (MBA7900) and Reisenwitz (MBA7050), respectively. Economics knowledge will be assessed in Spring 2013 by in MBA7500. Leadership and motivation knowledge will be assessed in MBA730 in Summer 2013. Financial knowledge will be assessed in MBA7350 in Spring 2013. Goal satisfaction will be determined with 70% of the students achieving a score of 70% or better on the embedded test questions in each course.

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MAJOR NOT APPLICABLE

EXPECTED STUDENT LEARNING OUTCOMES/GOALS:

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MEASURES (PROVIDE A SPECIFIC MEASURE OF SUCCESS—HOW WILL YOU KNOW WHEN YOU HAVE ACHIEVED YOUR GOALS?)

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ASSESSMENTS/METHODS (INCLUDE HOW, WHEN, AND TO WHOM THESE ARE ADMINISTERED, AND ALIGN OUTCOMES WITH SPECIFIC ASSESSMENTS OR MEASURES):

GRADUATE

EXPECTED STUDENT LEARNING OUTCOMES/GOALS:

- (Learning Goal #6). MBA students will be team players and leaders, demonstrating the team and leadership skills needed to make a business decision.
- (Learning Goal #5). MBA students will be globally cognizant, identifying pertinent management issues in a global environment with disparate business views and culturally diverse customers and employees.
- (Learning Goal #4). MBA students will be proficient in making ethical and legal decisions, recognizing diverse social factors in the legal and ethical implications of business decisions.
- (Learning Goal # 3). MBA students will be effective communicators, using information technology and oral and written skills to enhance decision making through better



communications.

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MEASURES (PROVIDE A SPECIFIC MEASURE OF SUCCESS—HOW WILL YOU KNOW WHEN YOU HAVE ACHIEVED YOUR GOALS?)

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ASSESSMENTS/METHODS (INCLUDE HOW, WHEN, AND TO WHOM THESE ARE ADMINISTERED, AND ALIGN OUTCOMES WITH SPECIFIC ASSESSMENTS OR MEASURES):

Learning Goal #2. Critical thinking skills will be assessed by Dr. Williams in MBA7900 in Spring 2013. His student teams present their analysis of a company and recommended strategy. He interviews each team, questioning members on their decisions and rates each student on a rubric prepared for this purpose. Goal satisfaction will be determined with 70% of the students receiving a rating of “Meets Expectations” or “Exceed Expectations” on the critical thinking skills rubric.

Learning Goal #3. Oral communication skills will be assessed by Dr. Gupta in MBA7030 in Fall 2012. Students make presentations and are rated by the Instructor on a rubric prepared for this purpose. Goal satisfaction will be determined with 70% of the students receiving a rating of “Meets Expectations” or “Exceed Expectations” on the oral communications skills rubric. Written communication skills will be assessed in MBA7350 in Spring 2013.

Learning Goal #4. Legal and ethical decision making skills will be assessed in MBA 7610 Business Law which is usually offered in the summer. Students are presented with cases illustrating various legal and ethical decisions and are rated by the instructor using rubrics prepared for this course.

Learning Goal #5. Global decision making skills will be assessed in three elective courses (all students must take at least one international course). Cases illustrating international business issues will be analyzed and students skills will be rated using a rubric prepared for this course.

Learning Goal #6. Teamwork will be assessed by Dr. Bob Williams in MBA 7900 in Spring 2013. He assigns a team project and uses some class time for teams to work on this project. While the team members are interacting, he observes and rates each student using a rubric prepared for this purpose. Goal satisfaction will be determined with 70% of the students receiving a rating of “Meets Expectations” or “Exceed Expectations” on the teamwork skills rubric. Leadership skills will be assessed by Dr. Mel Schnake in MBA7630 in Summer 2013 using a process similar to the teamwork assessment.

APPROVALS



VALDOSTA
STATE
UNIVERSITY

DIVISION OF ACADEMIC AFFAIRS

TITLE	SIGNATURE	DATE
Department Head/Director	_____	_____
Dean	_____	_____
Provost and Vice President for Academic Affairs	_____	_____