Assessment of Master of Business Administration
Summary Analysis
December 2013 & September 2014

The program is relatively new. The first graduates were in 2012. As of December 2013 there are 6 graduates. All of them took the ETS MBA major field examination in the semester they graduated. There were no graduates in the Spring of 2014.

Scores ranged from the 46 to 89th percentile the four students in AY’s 2011-13. The goal of average of students scoring in the 50th percentile was met. The institutional average percentile for our program was is over the 85th percentile. With the two December 2013 graduates, this dropped to the 70th percentile.

In the Fall of 2013 a cohort of 6 six student was closed with ETS. Five students is the minimum to obtain scores for assessment indicators. Percentile ranks ranged from the 30th (marketing) to the 90th (accounting). Management, finance, and strategic integration were 84th, 76th, and 80th, respectively.

Results, so far, appear good. Sample size is small, however. Trends will be watched.

Changes for Continuous Improvement:

2012-13 and 2014:

1. MBA ETS major field test content and the marketing curriculum were compared. The curriculum focused on new innovations and technology in Marketing. The test material was is traditional marketing concepts. The course will add a review section to cover the traditional marketing concepts. The goal is to raise the marketing scores. The course will be taught again in Spring of 2015.

2. The pedagogy of following MBA courses was modified. The courses are now “flipped classrooms.” The classes are BADM 755, 765, 768, and 782.