MASTERS OF BUSINESS ADMINISTRATION
MAJOR FIELD ASSESSMENT

MISSION STATEMENT: The mission of the Business Programs is to educate and prepare students to be lifelong learners and professionals in business and other organizations. Inherent in the educational process is challenging individuals to think logically and make sound, ethical decisions. We distinguish ourselves by developing students’ information management skills and understanding of how technology can enhance organizational effectiveness and efficiency.

GOAL STATEMENT:
1. Graduates will demonstrate knowledge of accounting, economics, finance, marketing, and management.
2. Graduates will apply their knowledge of accounting, economics, finance, marketing, and management to business and professional situations.
3. Graduates will demonstrate knowledge of management information systems and project management as they relate to organizational functions.
4. Graduates will use analytical, technical, and critical thinking skills to anticipate, identify, analyze and solve business problems.
5. Graduates will demonstrate an ability to employ ethical principles and legal reasoning when making business decisions.

Masters of Business Administration graduates will:

1. & 2. Demonstrate and apply knowledge of accounting, economics, finance, marketing, and management.
   a. Students will be well-prepared academically for positions in their career field.
      1) Assessment Test: The average score of graduating students on the MBA MFT examination will be in the 50th percentile or higher.
      2) Assessment Test: The average score of graduating seniors will be in the 50th percentile on the MBA MFT for each of the assessment indicators (accounting, management, marketing, finance, and strategic integration).

3. Graduates will demonstrate knowledge of management information systems and project management as they relate to organizational functions.
   b. Graduates will have a high level of computer knowledge.
      1) The average increase in average score on the management information systems pre-test and post-test will be 50%.
2) The average increase in average score on the project management pre-test and post-test will be 50%.

4. Graduates will use analytical, technical, and critical thinking skills to anticipate, identify, analyze and solve business problems.
   a. Apply the principles of logic and sound reasoning in problem-solving.
      1) Assessment Test: The average score of graduating students on the MBA MFT examination will be in the 50th percentile or higher.

5. Graduates will demonstrate an ability to employ ethical principles and legal reasoning when making business decisions.
   a. Students will be well-prepared academically and will demonstrate ethical reasoning.
      1) The average increase in average score on the ethical and legal reasoning pre-test and post-test will be 50%.

Student and Stakeholder Satisfaction

1. & 2. Demonstrate and apply knowledge of accounting, economics, finance, marketing, and management.

   a. Students will be well-prepared academically for positions in their career field.
      1) Graduate Survey: Graduates will rate the average score of graduate responses will indicate they are satisfied with their knowledge of their academic area as it relates to their job.
      2) Graduate Survey: 85% of graduates will indicate that DSU contributed to their knowledge of their academic area as it relates to their job.
      3) Graduate Survey: 85% of graduates will indicate that they are satisfied with their overall professional capabilities.
      4) Graduate Survey: 85% of graduates will indicate that DSU contributed to their overall professional capabilities.
      5) Employer Survey: 85% of employers will indicate that DSU graduates have a good knowledge of their academic area as it relates to his/her position.
      6) Employer Survey: 85% of employers will indicate they are satisfied overall with the DSU graduates in their employ.

   b. Graduates will find ready employment in the field.
      1) Placement Results: 85% of the students registered with the DSU Placement Office will find employment or be accepted for graduate programs within four months of graduation.
2) Employer Survey: 85% of employers will indicate that DSU students need less than the usual additional training.
3) Employer Survey: 85% of employers will rate DSU graduates’ ability to learn on the job as good or very good.
4) Graduate Survey: 85% of graduates will indicate they are satisfied or very satisfied with their ability to learn on the job.
5) Graduate Survey: 85% of graduates will indicate DSU contributed to their ability to learn on the job.

c. Graduates will be able to work together to solve problems cooperative.
   1) Graduate Survey: 85% of graduates will indicate they are satisfied or very satisfied with their interpersonal communication skills.
   2) Graduate Survey: 85% of graduates will indicate DSU contributed to their interpersonal communication skills.
   3) Employer Survey: 85% of employers will indicate DSU graduates have good interpersonal communication skills.

3. Graduates will demonstrate knowledge of management information systems and project management as they relate to organizational functions.

a. Graduates will be competent and knowledgeable users of applications software programs.
   1) Employer Survey: 85% of employers will rate DSU graduates’ ability to use computer software as good or very good.
   2) Graduate Survey: 85% of graduates will indicate they are satisfied or very satisfied with their ability to use computer software.
   3) Graduate Survey: 85% of graduates will indicate DSU contributed to their ability to use computer software.

b. Graduates will have a high level of computer knowledge.
   1) Employer Survey: 85% of employers will rate DSU graduates’ overall computer knowledge as good or very good.
   2) Graduate Survey: 85% of DSU graduates will indicate they are satisfied or very satisfied with their overall computer knowledge.
   3) Graduate Survey: 85% of DSU graduates will indicate that DSU contributed to their overall computer knowledge.

4. Graduates will use analytical, technical, and critical thinking skills to anticipate, identify, analyze and solve business problems.
   a. Apply the principles of logic and sound reasoning in problem-solving.
      1) Graduate Survey: 85% of graduates will indicate they are satisfied with their ability to solve work-related problems.
      2) Graduate Survey: 85% of graduates will indicate that DSU contributed to their ability to solve work-related problems.
3) Employer Survey:  85% of employers will rate DSU graduates’ ability to solve work-related problems as good or very good.

b. Use technology in problem-solving.
   1) Graduate Survey:  85% of graduates will indicate they are satisfied or very satisfied with their ability to use computers for research.
   2) Graduate Survey:  85% of graduates will indicate that DSU contributed to their ability to use computers for research.
   3) Employer Survey:  85% of employers will indicate that DSU students are good or very good at finding, evaluating, and applying information.