**Outcome Summary Report: Graduate MBA**

*College of Business – Oral Roberts University*

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**Date:** Dec. 13, 2016

**Program:** MBA

**Term/Year:** AY 15-16

**Type of Learning Outcome (make bold):** **Direct** Indirect

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| **Student Learning Outcomes** | | | | |
| **Outcome** | **Assessment Method(s)** | **Success Performance Criteria** | | |
| 1. **Oral Communication** Demonstrate competencies in verbal skills using the latest technology when appropriate. | 1. GBUS 574 Presentation Oral Communication (AACU) Rubric | 70% of students achieve a mean of 3.0 or above | | |
| 1. **Written Communication** Demonstrate competencies in writing using the latest technology when appropriate. | 1. GMGT 585: Communication Skills | 70% of students achieve a mean of 3.0 or above | | |
| 1. GMGT 561 Report – Written Communication (AACU) Rubric | 70% of students achieve a mean of 3.0 or above | | |
| 1. **Business Knowledge and Application** Demonstrate in relevant business knowledge and theory with proficiencies in academic majors. | 1. Major Field Test | 65th percentile for any given year and a 70th percentile average over a 10 year rolling time period | | |
| 1. **Critical Thinking** Integrate and apply in-depth business knowledge when analyzing and synthesizing multiple perspectives in business strategy formulation. | 1. GMGT 585: Problem Solving/Critical Analysis: Summary, Critical Assessment and Value Statement Section | 70% of students achieve a mean of 3.0 or above | | |
| 5. **Information Literacy** Identify, retrieve, and evaluate the use of data sources in a business environment. | 1. GMGT 585: Research Skills | 70% of students achieve a mean of 3.0 or above | | |
| 1. GBUS 574 Final Exam – Information Literacy (AACU) Rubric | 70% of students achieve a mean of 3.0 or above | | |
| 1. GMGT 561 Report – Information Literacy (AACU) Rubric | 70% of students achieve a mean of 3.0 or above | | |
| 6. **Global Perspectives** Demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment | 1. GMGT 561 Report – Global Perspectives (AACU) Adapted Rubric | 70% of students achieve a mean of 3.0 or above | | |
| **Summary of Results for Each Outcome** | | | **Success Performance Criteria** | |
| **Met** | **Not Met** |
| **Oral Communication.** In GBUS 574 (Fall 2015) students scored an average mean of 2.95 on organization, 2.63 on language, 2.63 on delivery, 1.58 on supporting material and 3.00 on central message on the oral presentation. 59% of students achieved an average of 3 or above on this assignment. | | |  |  |
| **Written Communication.** In GMGT 585 students’ mean score for communication skills went up .31 or 10% from the last assessment period. Also, 85% of the students achieved level 3 or above, a 10% increase from the previous assessment period. In GMGT 561, on the report assignment, the average mean score dropped .2 or 6% from the last assessment period and 82% of the students scored at level 3 or above, a 10% decrease from the last assessment period. | | |  |  |
| **Business Knowledge and Application.** The Major Field Test is used to assess this outcome at the mastery level. Please review separate report “MFT.Grad” for results, actions for improvement, and results of previous actions for improvement. | | |  |  |
| **Critical Thinking.** In GMGT 585 the average mean score improved to 3.41, an increase of 7% over the last period on the summary, critical assessment and value statement sections of the assessment. 85% of students now score at 3 or above on average, an increase of 16% since the last assessment period. | | |  |  |
| **Information Literacy.** In GMGT 585, in “Research Skills”, the average mean is now at 4.0, an increase of .17 or 4%, over the last reporting period. 100% of students scored at 3 or above. In GBUS 574 (Fall 2015), for the final exam, the average mean is 2.71 and 76% of students scored at 3 or above. In GMGT 561, on the report, there was an increase in the average mean of .54 or 19% to 3.43 from the last assessment period. 88% of students scored at level 3 or above, a 14% increase from the last assessment period. | | |  |  |
| **Global Perspectives.** In GBUS 561, the students’ average mean for the report improved by .37, or 12%, to 3.50 from the last assessment period. 100% of students are scoring at 3 or above, an improvement of 9% over the last assessment period. | | |  |  |
| **Current Action for Improvement** | | | | |
| For the Oral Communication outcome criterion that was not met, faculty felt the criteria for success should be modified to reflect an introductory assessment. Thus, faculty recommended that: Criteria for success be modified to reflect different skill level proficiencies: Mastery Level => 80%, Development => 70%, Introductory => 60%;  Though all other outcome criteria were met, for continuous improvement, faculty recommended that: 1) Changes be made to report formatting; 2) A new graph be added for assignments from multiple courses that measure the same outcome (assists with assessing consistency between assessors and a more meaningful analysis of the data).  Though the Written Communication outcome criterion was met, it was low on some assessments. Faculty attributed this to International student challenges. The writing lab for international students on a weekday is problematic for evening classes. This should be explored. | | | | |
| **Results of Previous Actions for Improvement** | | | | |
| For the Global Perspectives outcome, another database and concept were added and the assignment was changed to ask for more interpreting. This resulted in an improved learning experience and skill set for students. | | | | |

**Longitudinal Data: Oral Communication Outcome**

**Outcome:** Oral Communication

**Internal, Direct, Formative Measure:** GBUS 574 Presentation at the Introductory Level

**Rubric:** AACU – Oral Communication

**Criteria for Success:** 70% of students at 3 or above

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| --- | --- | --- | --- |
| **Academic Term/Year** | **Student Count** | **Mean** | **% of students at 3 or above** |
| Fall 2015 | 19 | 3.05 | 63% |
| Fall 2016 | 14 | 3.34 | 86% |

**Longitudinal Data: Written Communication**

**Outcome:** Written Communication

**Internal, Direct, Formative Measure:** GMGT 585 Individual Term Project at the Introductory Level

**Rubric:** Communication Skills

**Criteria for Success:** 70% of students at 3 or above

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| --- | --- | --- | --- |
| **Academic Term/Year** | **Student Count** | **Mean** | **% of students at 3 or above** |
| Fall 2015 | 12 | 3.00 | 75 |
| Spring 2016 | 13 | 3.31 | 85 |

**Longitudinal Data: Written Communication**

**Outcome:** Written Communication

**Internal, Direct, Formative Measure:** GMGT 561 Report at the Introductory Level

**Rubric:** AACU Report – Written Communication

**Criteria for Success:** 70% of students at 3 or above

|  |  |  |  |
| --- | --- | --- | --- |
| **Academic Term/Year** | **Student Count** | **Mean** | **% of students at 3 or above** |
| Fall 2015 | 19 | 3.37 | 92 |
| Spring 2016 | 13 | 3.17 | 82 |

**Written Communication:** Combined GMGT 585 and GMGT 561 (Mean)

**Longitudinal Data: Critical Thinking**

**Outcome:** Critical Thinking

**Internal, Direct, Summative Measure:** GMGT 585 Individual Term Project at the Mastery Level

**Rubric:** Problem Solving/Critical Analysis: Summary, Critical Assessment and Value Statement Sections

**Criterian for Success:** 70% of Students at 3 or above

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| --- | --- | --- | --- |
| **Academic Term/Year** | **Student Count** | **Mean** | **% of students at 3 or above** |
| Fall 2015 | 12 | 3.00 | 69 |
| Spring 2016 | 13 | 3.41 | 85 |

**Longitudinal Data: Information Literacy**

**Outcome:** Information Literacy

**Internal, Direct, Summative Measure**: GBUS 574 Final Exam at the Mastery Level

**Rubric:** AACU – Information Literacy

**Criterian for Success:** 70% of Students at 3 or above

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| --- | --- | --- | --- |
| **Academic Term/Year** | **Student Count** | **Mean** | **% of students at 3 or above** |
| Fall 2015 | 20 | 2.71 | 76% |

**Longitudinal Data: Information Literacy**

**Outcome:** Information Literacy

**Internal, Direct, Formative Measure**: GMGT 561 Report at the Developmental Level

**Rubric:** AACU – Information Literacy

**Criterian for Success:** 70% of Students at 3 or above

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| --- | --- | --- | --- |
| **Academic Term/Year** | **Student Count** | **Mean** | **% of students at 3 or above** |
| Fall 2015 | 13 | 2.89 | 74 |
| Spring 2016 | 19 | 3.43 | 88 |

**Information Literacy:** Combined GMGT 561 and GBUS 574 (Mean)

**Longitudinal Data: Global Perspectives**

**Outcome:** Global Perspectives

**Internal, Direct, Summative Measure:** GMGT 561 Report at the Mastery Level

**Rubric:** AACU (Adapted) – Global Perspectives

**Criterian for Success:** 70% of Students at 3 or above

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| --- | --- | --- | --- |
| **Academic Term/Year** | **Student Count** | **Mean** | **% of students at 3 or above** |
| Fall 2015 | 13 | 3.13 | 91 |
| Spring 2016 | 19 | 3.50 | 100 |
|  |  |  |  |