

## 2016-2017 Assessment Cycle MCOBA\_MBA

### Mission (due 1/20/17)

#### University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

#### University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

#### University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

#### College / Department / Program Mission

##### College Mission

*Provide the college mission in the space provided. If none is available, write "None Available in 2016-2017."*

Mission: The B. I. Moody III College of Business Administration is a vibrant learning community in a culturally rich region. We foster intellectual curiosity, creativity, and innovation to produce a seasoned gumbo of successful professionals, scholars, and global citizens.

Vision: The vision of the B. I. Moody III College of Business Administration is to be recognized as a leader in developing ethically responsible professionals and scholars who positively impact our Acadiana region, Louisiana, and the global community.

Values:

Community: We establish and maintain meaningful relationships to create value for our university and stakeholders.

Discovery: We foster intellectual curiosity, creativity, and innovation.

Excellence: We are committed to teaching, research, and service with quality and distinction.

Integrity: We demonstrate ethical, socially responsible, and professional behavior.

Relevance: We provide relevant curricula in an ever changing business environment.

Respect: We promote mutual understanding and collegiality that embraces diverse perspectives.

##### Department / Program Mission

*Provide the department / program mission in the space provided. If none is available, write "None Available in 2016-2017".*

To encourage learning of core business functions among students from a diversity of academic and professional backgrounds by offering relevant self-paced management education in an environment conducive to success. Our instructional and intellectual initiatives will facilitate the career progression and personal development of our graduates, as well as enhance the effectiveness of the organizations for which they work, and the viability of the communities in which they live.

While engaged in the Master of Business Administration program, students will:

- be instructed by an appropriate balance of experienced professionals and respected academics.
- regularly associate with peers to foster competency in team settings.
- have the opportunity to interact and work with local businesses.

- prepare to assume leadership positions in a wide array of organizations of differing sizes, ownership structures, and markets.
- demonstrate enhanced competency and integrate knowledge of the fundamental disciplines of business (accounting, economics, finance, management, marketing, and quantitative analysis).
- utilize advanced technology for communication and productivity purposes.
- gain an understanding of the unique characteristics and connectivity of local, national, and global economies.
- understand the dynamic economic, legal, technological, cultural, and socio-political environments in which organization must operate, and realize the importance of adapting to ensure organizational prosperity and vitality.
- come to appreciate the importance of conducting business in an ethical manner, thereby avoiding moral dilemmas and conflicts-of-interest, and recognizing the significant responsibility to and potential impact of immoral behavior on organizational stakeholders.

## Assessment Plan (due 1/20/17)

### Assessment List (Goals / Objectives, Assessment Measures and Criteria for Success)

#### Assessment List

Goal/Objective	<p>Evaluate managerial decision making processes to develop effective organizational theory-based solutions. MGMT 525</p> <p>Demonstrate the ability to analyze the strategic use of information systems in organizations. BSAT 518</p> <p>Understand and identify the culturally dynamic environments in which organizations operate. IBUS 540</p> <p>Demonstrate competence in the fundamental disciplines of business (accounting, economics, finance, management, marketing, legal issues and quantitative analysis). ETS</p>																	
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	Exam (graduate level)	discipline: Marketing, Economics, Finance, Management, and Accounting.	

## Results & Improvements (due 9/15/17)

### Results and Improvement Narratives

**Assessment List Findings for the Assessment Measure level for Evaluate managerial decision making processes to develop effective organizational theory-based solutions. MGMT 525 Demonstrate the ability to analyze the strategic use of information systems in organizations. BSAT 518 Understand and identify the culturally dynamic environments in which organizations operate. IBUS 540 Demonstrate competence in the fundamental disciplines of business (accounting, economics, finance, management, marketing, legal issues and quantitative analysis). ETS**

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Assessment Findings					
	Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
	Direct - Written Assignment	Has the criterion At least 70% of the students will achieve an average peer-evaluation score of 95% or greater. been met yet? Met	88% of the 18 students who were peer-evaluated achieved at least a 95% average score on contribution to productivity. Hence, this goal was achieved. Each student was evaluated by three to six peers. The mean peer-evaluation score was 98%; the median was 100%; and the mode was 100%. The range of peer evaluation scores was 60% to 100%. Range restriction issues compelled us to establish the minimally acceptable peer rating at 95%		
	Direct - Written Assignment	Has the criterion At least 75% of students will attain a score of at least 2 on the rubric. been met yet? Met	Seventy-nine percent (79%) or 23 of the 29 students earned 2 or more points on the scoring rubric. There were 15 students who received a score of 3, 8 students who received a score of 2, and 9 students who received a score of 1. Thus, the evaluation criterion was met.		
Direct - Project	Has the criterion At least 60%of the students will achieve "Competency."	The goal was 60% and we achieved 64% in the initial utilization of this assessment method. This was			

		been met yet? Met	the first semester in which utilized this assessment method to evaluate this goal.		
	Direct - Comprehensive Exam (graduate level)	Has the criterion Our students' combined scores are at or above the National average in each discipline: Marketing, Economics, Finance, Management, and Accounting. been met yet?			

## Reflection (Due 9/15/17)

### Reflection

#### 1) How were assessment results shared in the unit?

*Please select all that apply. If "other", please use the text box to elaborate.*

Distributed via email (selected)

Presented formally at staff / department / committee meetings

Discussed informally (selected)

Other (explain in text box below) (selected)

Results are discussed with teachers.

#### 2) How frequently were assessment results shared in the unit?

Frequently (>4 times per cycle)

Periodically (2-4 times per cycle)

Once per cycle (selected)

Results were not shared this cycle

#### 3) With whom were assessment results shared?

*Please select all that apply.*

Department Head (selected)

Dean / Asst. or Assoc. Dean (selected)

Departmental assessment committee

Other faculty / staff (selected)

#### 4) What were the measurable or perceivable effects on your current (2016-2017) findings based on prior action

**plans (created in 2015-2016)?**

The students are meeting our goals

**5) What has the unit learned from the current assessment cycle?**

We will review our assessments to insure that they are adequately measuring our goals.

**Attachments**