

## 2017-2018 Assessment Cycle MCOBA\_MBA

### Mission (due 12/4/17)

#### 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 / VP and Program / Department Mission

##### Mission of College or VP-area

*Provide the mission for the College or VP-area in the space provided. If none is available, write "None Available in 2017-2018."*

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.

##### Mission of Program / Department

*Provide the program / department mission in the space provided. The mission statement should concisely define the purpose, functions, and key constituents. If none is available, write "None Available in 2017-2018."*

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.

#### **Attachment (optional)**

*Upload any documents which support the program / department assessment process.*

## **Assessment Plan (due 12/4/17)**

### **Assessment Plan (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(Imported)</p>														
Legends															
Standards/Outcomes															
Assessment Measures	<table border="1" data-bbox="370 1587 1528 1961"> <thead> <tr> <th data-bbox="370 1587 626 1661">Assessment Measure</th> <th data-bbox="626 1587 995 1661">Criterion</th> <th data-bbox="995 1587 1528 1661">Attachments</th> </tr> </thead> <tbody> <tr> <td data-bbox="370 1661 626 1793">Direct - Written Assignment</td> <td data-bbox="626 1661 995 1793">At least 70% of the students will achieve an average peer-evaluation score of 95% or greater.</td> <td data-bbox="995 1661 1528 1793">MBA_Team_Assessment_MGMT_525.doc</td> </tr> <tr> <td data-bbox="370 1793 626 1892">Direct - Written Assignment</td> <td data-bbox="626 1793 995 1892">At least 75% of students will attain a score of at least 2 on the rubric.</td> <td data-bbox="995 1793 1528 1892">Assessment_Report_BSAT_518.docx</td> </tr> <tr> <td data-bbox="370 1892 626 1961">Direct - Project</td> <td data-bbox="626 1892 995 1961">At least 60% of the students will achieve "Competency."</td> <td data-bbox="995 1892 1528 1961">ASSESSMENT_Report_IBUS540.docx</td> </tr> </tbody> </table>			Assessment Measure	Criterion	Attachments	Direct - Written Assignment	At least 70% of the students will achieve an average peer-evaluation score of 95% or greater.	MBA_Team_Assessment_MGMT_525.doc	Direct - Written Assignment	At least 75% of students will attain a score of at least 2 on the rubric.	Assessment_Report_BSAT_518.docx	Direct - Project	At least 60% of the students will achieve "Competency."	ASSESSMENT_Report_IBUS540.docx
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	Direct - Comprehensive Exam (graduate level)	Our students' combined scores are at or above the National average in each discipline: Marketing, Economics, Finance, Management, and Accounting.	ASSESSMENT_Report_on_ETS.docx
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### Program / Department Assessment Narrative

The primary purpose of assessment is to use data to inform decisions and improve programs (student learning) and departments (operations); this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. In the space below, describe the program's or department's overall plan for improving student learning and/or operations (the "assessment plan"). Consider the following:

- 1) What strategies exist to assess the outcomes?
- 2) What does the program/department expect to achieve with the goals and objectives identified above?
- 3) How might prior or current initiatives (improvements) influence the anticipated outcomes this year?
- 4) What is the plan for using data to improve student learning and/or operations?
- 5) How will data be shared within the Program/Department (and, where appropriate, the College/VP-area)?

### Assessment Process

Our goals were established after a comprehensive review of the skills that what we want each MBA student to master to be a well rounded manager/leader in order to contribute to their personal success and the success of the organizations in which they operate. Those areas are mastering the basic business subject matter disciplines, leadership, technology, and understanding the diverse world in which we live and work.

## Results & Improvements (due 9/15/18)

**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(Imported)**

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Assessment Findings	<b>Assessment Measure</b>	<b>Criterion</b>	<b>Summary</b>	<b>Attachments of the Assessments</b>	<b>Improvement Narratives</b>
	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?			
	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?			
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	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?			

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**Reflection (Due 9/15/18)**