Georgia State University

Detailed Assessment Report
2012-2013 Robinson College of Business MBA
As of: 3/15/2014 08:13 AM EST
(Includes those Action Plans with Budget Amounts marked One-Time, Recurring, No Request.)

Goals

G 1: Analytical Decision Makers
Graduates of the Robinson College of Business will be analytically skilled decision makers.

G 2: Perspectives
Graduates of the Robinson College of Business MBA Programs will be decision makers who effectively incorporate global, ethical, and culturally diverse perspectives.

G 3: Leadership
Graduates of the Robinson College of Business MBA Programs will be effectively leaders.

G 4: Teamwork
Graduates of the Robinson College of Business MBA Programs will be effective as members of teams.

Student Learning Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 1: Students can Analyze Relevant Questions
The student should be able to identify, prioritize and focus on critical success factors for a business unit and to analyze an organization’s resources, capabilities, and competitive environment.

Relevant Associations:

Standard Associations

SACS Assessment Requirements
1. Outcomes of educational programs, including student learning outcomes (3.3.1.1)

Strategic Plan Associations

President, Georgia State University
2.2 Leverage our national reputation in professional degree programs for the development of societal leaders.

Related Measures

M 1: Critical Success Factor Analysis
Normal false false false EN-US X-NONE X-NONE This measure contains three sub-parts that respectively look at the level of sophistication in a student’s ability to identify, prioritize, and focus on critical success factors in decision making. Measurement will be done by applying the Measure 1 Rubric to common mid-term
and final exam questions in the MBA program’s final strategy courses, MBA 8820, PMBA 8820, GMBA 8990, and EMBA 8710. For analysis, answers will be randomly selected from across sections and courses. In the 2011-2012 and 2012-2013 cycles a more detailed analysis was conducted as part of the College and University level monitoring of this program, which is being conducted at the request of SACS. The program was assessed as a whole as in years past. In addition the program was assessed based on location and on format. In this cycle all programs offered a capstone strategic management course. In all locations where a version of this class was offered the assessment was done with the exception of the Alpharetta location, which will be included in the 2012-2013 assessments. A grid showing the sections included in the 2011-2012 and 2012-2013 assessment of student learning outcomes is linked here. All sections were given the same material, used very similar Harvard cases as exams and asked the same questions on the exam. The same instructor taught all the sections. One person in all cases did assessment. Exams analyzed were selected from each section. A total of twelve exams from each section were selected as follows: The section enrollment was divided by twelve. The resulting number was rounded down to find the ratio of students that need to be included in the sample from that section. A die was then thrown to determine where in the alphabetical roster selection should begin. From that starting point students were selected based on the ratio of exams needed.

Source of Evidence: Written assignment(s), usually scored by a rubric

Connected Documents

Grid of MBA Formats Assessed in the 2011-2012 and 2012-2013
MBA Performance Breakdown 2011-2012
MBA Performance Breakdown 2012-2013

Target:
On all three sub-parts’ criteria we will have at least 80% of students achieving a 3.0.

Connected Documents

MBA Performance Breakdown 2011-2012
MBA Performance Breakdown 2012-2013
MBA Rubrics 2009 -2010 Cycle

Finding (2012-2013) - Target: Not Met
For this cycle a random sample of twelve final exams, written as case analyses, were taken from each of seven different MBA 8820, PMBA 8820, GMBA 8990 and EMBA 8710 classes. These are the different designations for the capstone strategy class in the different formats of the MBA degree program. Two of the sections were in each of the three semesters, summer 2012, fall 2012 and spring 2013. Three of the sections were in the PMBA format with one from each of the three active PMBA locations, Alpharetta, Buckhead and Peachtree-Dunwoody. Two sections were in the Flex format with one from each of the active locations, Brookhaven and Downtown. The only section of the EMBA format was offered in the Buckhead location. One one section on GMBA format was offered in the Buckhead location. Students continued to perform at historic levels on this set of items. The first item scores at about 68% for the top two categories, which is close to where it has been historically. The second item held much of the gain that was shown in the prior cycle. There may have been some regression to the mean here, but the number of students in the top two categories was 71%. While this remains below the goal of 80%, it showed that the 2011-2012 cycle’s performance was not a one-time event. The third item
similarly showed the same performance as in the prior cycle, but this was at the disappointing level of only 57% of the students being ranked in the top two categories. A detailed breakdown of raw scores and percentages is in the Rubric Analysis document attached for the academic year 2012-2013

Connected Documents
MBA Performance Breakdown 2011-2012
MBA Performance Breakdown 2012-2013

M 2: Environmental Opportunity Analysis
This measure contains two sub-parts that respectively look at the level of sophistication in a student’s ability to understand and analyze a firm’s resources and capabilities in the context of a competitive environment. Measurement will be done by applying the Measure 2 Rubric to common mid-term and final exam questions in the MBA program’s final strategy courses, MBA 8820, PMBA 8820, G MBA 8990, and EMBA 8710. For analysis, answers will be randomly selected from across sections and courses. In this cycle a more detailed analysis was conducted as part of the College and University level monitoring of this program, which is being conducted at the request of SACS. The program was assessed as a whole as in years past. In addition the program was assessed based on location and on format. In this cycle all programs offered a capstone strategic management course. In all locations where a version of this class was offered the assessment was done with the exception of the Alpharetta location, which will be included in the 2012-2013 assessments. A grid showing the sections included in the 2011-2012 and 2012-2013 assessment of student learning outcomes is linked here. All sections were given the same material, used very similar Harvard cases as exams and asked the same questions on the exam. The same instructor taught all the sections. One person in all cases did assessment. Exams analyzed were selected from each section. A total of twelve exams from each section were selected as follows: The section enrollment was divided by twelve. The resulting number was rounded down to find the ratio of students that need to be included in the sample from that section. A die was then thrown to determine where in the alphabetical roster selection should begin. From that starting point students were selected based on the ratio of exams needed.

Source of Evidence: Written assignment(s), usually scored by a rubric

Connected Documents
Grid of MBA Formats Assessed in the 2011-2012 and 2012-2013
MBA Performance Breakdown 2011-2012
MBA Performance Breakdown 2012-2013

Target:
On both sub-parts’ criteria we will have at least 80% of students achieving a 3.0.

Connected Documents
MBA Performance Breakdown 2011-2012
MBA Performance Breakdown 2012-2013
MBA Rubrics 2009 -2010 Cycle

Finding (2012-2013) - Target: Not Met
For this cycle a random sample of twelve final exams, written as case analyses, were taken from each of seven different MBA 8820, PMBA 8820, G MBA 8990 and EMBA 8710 classes. These are the different designations for the capstone strategy class in the different formats of the MBA degree program. Two of the sections were in each of the three semesters, summer 2012, fall 2012 and spring 2013. Three of the sections were in the PMBA format with one from
each of the three active PMBA locations, Alpharetta, Buckhead and Peachtree-Dunwoody. Two sections were in the Flex format with one from each of the active locations, Brookhaven and Downtown. The only section of the EMBA format was offered in the Buckhead location. One section on GMBA format was offered in the Buckhead location. Students showed results in this cycle comparable to the past on these measures. On the first item student performance was very similar to last year’s with 69% of the sample in the top two classifications. The second measure continued to trend lower, however. This suggests an area for increased attention. Only 54% of students were in the same top two classifications.

Connected Documents
MBA Performance Breakdown 2011-2012
MBA Performance Breakdown 2012-2013

Related Action Plans (by Established cycle, then alpha):
For full information, see the Details of Action Plans section of this report.

Leadership and Team Skill Measurement
Established in Cycle: 2008-2009
The assessment process on the measures of Leadership and Group Participation was not helpful in terms of providing results to ...

SLO 2: Students can Propose Alternative Solutions
The student should be able to develop viable competitive strategies, present a reasoned analysis, and justify recommendations that integrate functional, global, legal and ethical dimensions in the business decision process.

Relevant Associations:

Standard Associations

SACS Assessment Requirements
1 Outcomes of educational programs, including student learning outcomes (3.3.1.1)

Strategic Plan Associations
President, Georgia State University
2.2 Leverage our national reputation in professional degree programs for the development of societal leaders.

Related Measures

M 3: Student Ability to Develop Corporate Strategies
This measure contains four sub-parts that respectively look at the level of sophistication in a student’s ability to develop viable corporate strategies that integrate functional, global, legal and ethical dimensions. Measurement will be done by applying the Measure 3 Rubric to common mid-term and final exam questions in the MBA program’s final strategy courses, MBA 8820, PMBA 8820, GMBA 8990, and EMBA 8710. For analysis, answers will be randomly selected from across sections and courses. In this cycle a more detailed analysis was conducted as part of the College and University level monitoring of this program, which is being conducted at the request of SACS. The program was assessed as a whole as in years past. In addition the program was assessed based on location and on format. In this cycle all programs offered a capstone strategic management course. In all locations where a version of this class was offered the assessment was done with the exception of the Alpharetta
location, which will be included in the 2012-2013 assessments. A grid showing the sections included in the 2011-2012 and 2012-2013 assessment of student learning outcomes is linked here. All sections were given the same material, used very similar Harvard cases as exams and asked the same questions on the exam. The same instructor taught all the sections. One person in all cases did assessment. Exams analyzed were selected from each section. A total of twelve exams from each section were selected as follows: The section enrollment was divided by twelve. The resulting number was rounded down to find the ratio of students that need to be included in the sample from that section. A die was then thrown to determine where in the alphabetical roster selection should begin. From that starting point students were selected based on the ratio of exams needed.

Source of Evidence: Written assignment(s), usually scored by a rubric

Connected Documents
Grid of MBA Formats Assessed in the 2011-2012 and 2012-2013
MBA Performance Breakdown 2011-2012
MBA Performance Breakdown 2012-2013

Target:
On all four sub-parts’ criteria we will have at least 80% of students achieving a 3.0.

Connected Documents
MBA Performance Breakdown 2011-2012
MBA Performance Breakdown 2012-2013
MBA Rubrics 2009 -2010 Cycle

Finding (2012-2013) - Target: Not Met
For this cycle a random sample of twelve final exams, written as case analyses, were taken from each of seven different MBA 8820, PMBA 8820, GMBA 8990 and EMBA 8710 classes. These are the different designations for the capstone strategy class in the different formats of the MBA degree program. Two of the sections were in each of the three semesters, summer 2012, fall 2012 and spring 2013. Three of the sections were in the PMBA format with one from each of the three active PMBA locations, Alpharetta, Buckhead and Peachtree-Dunwoody. Two sections were in the Flex format with one from each of the active locations, Brookhaven and Downtown. The only section of the EMBA format was offered in the Buckhead location. One section on GMBA format was offered in the Buckhead location. This year showed similar outcomes to past years and many of the reasons are likely the same. The first item again was rather well mastered. Students were in the top two categories in 68% of the papers reviewed. While below the target, this is well above the other scores in this section. The second item incorporating globalization was at 43%, which while still disappointing was much higher than in the prior year. Legal and ethical are not specifically cued in the questions asked. Independently, only a minority of students mention this issue and few address it well, 7% of the students addressed the potential legal issues well and 10% did the same with ethical issues.. A detailed breakdown of raw scores and percentages is in the Rubric Analysis document attached for the academic year 2012-2013

Connected Documents
MBA Performance Breakdown 2011-2012
MBA Performance Breakdown 2012-2013

SLO 3: Effective Team Membership
Students will be able to perform as effective members of multi-functional teams in