



Public Disclosure of Student Learning

Institution	<u>University of Maryland University College</u>
Academic Business Unit	<u>MBA Program</u>
Academic Year	<u>2016-2017</u>

Report of Student Learning and Achievement

Institution

Name of your Academic Business Unit

For Academic Year: 2016-2017

Mission of the The Graduate School
<p><i>Mission Statement: The Graduate School's mission is to prepare students for effective leadership and citizenship in a global environment characterized by workforce diversity, increasing competition, and technological innovation.</i></p>

Student Learning Assessment for MBA Program (AMBA and DMBA)	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1. Written Communication: Demonstrate competence in effective written communication.</i>	
2. <i>Program Learning Outcome 2. Information Literacy: Demonstrate the ability to use libraries and other information resources to effectively locate, select, and evaluate needed information.</i>	
3. <i>Program Learning Outcome 3. Program Content Knowledge: Demonstrate the ability to apply the disciplinary knowledge and skills appropriate for the chosen field of study/program.</i>	
4. <i>Program Learning Outcome 4. Technology Fluency: Demonstrate an understanding of technology broadly enough to apply technology productively to academic studies, work, and everyday life.</i>	
5. <i>Program Learning Outcome 5. Demonstrate the use of analytical skills and reflective processing of information.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i> <i>AMBA 670 Capstone Project – the project serves as an integrative semester-long experience for students during the last course in the MBA Program. The project incorporates all of the previously covered areas and content and requires application of all program</i></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i> <i>All students in the AMBA program are required to complete this project as a requirement in the last capstone course of the program. At least 90% of students will score 80% or better on this assignment.</i></p>

<p><i>competencies. The capstone project is a team assignment due in Week 7 of the 10-week course</i></p> <p>Program ISLOs Assessed by this Measure: 1-5</p>	
<p>2. <i>Direct Measure 2</i> <i>AMBA 670 Individual Case Study : the case study is an individual writing assignment required of all students in the course. The students complete this assignment in Week 9 of the 10-week course.</i></p> <p>Program ISLOs Assessed by this Measure: 1-5</p>	<p><i>Objective (Target/Criterion) for Direct Measure 2</i> <i>All students in the AMBA program are required to complete the project. At least 90% of students will score 80% or better on this assignment.</i></p>
<p>3. <i>Direct Measure 3</i> <i>DMBA 630 Capstone Strategy Project: a team project that integrates and applies the concepts and frameworks of global business, marketing, and strategic management. This is the final project in a 12-week course.</i></p> <p>Program ISLOs Assessed by this Measure: 1=5</p>	<p><i>Objective (Target/Criterion) for Direct Measure 3</i> <i>All students in the DMBA program are required to complete the project. At least 90% of students will score 80% or better on this assignment.</i></p>
<p>4. <i>Direct Measure 4</i> <i>DMBA 630 Individual Competitor Paper: Individual writing assignment required of all students in DMBA 630 in Week 5 of the 12-week course. Students analyze competitors in a global market.</i></p> <p>Program ISLOs Assessed by this Measure: 1-5</p>	<p><i>All students in the DMBA program are required to complete the project. At least 90% of students will score 80% or better on this assignment.</i></p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. <i>Indirect Measure 1</i> <i>AMBA End-of Program Survey</i></p> <p>Program ISLOs Assessed by this Measure: 1-5</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i> <i>This survey examines students’ perception of how their learning helped them to achieve success in the workplace. For question #1 90% of students will report that they have accomplished one or more of the listed objectives. For question #7, students will rate themselves on a 5-point Likert scale indicating their level of proficiency in the defined MBA competencies. Students will rate themselves, on average, at the level of 4.0 or “very proficient” on all of the 10 MBA defined competencies</i></p>
<p>2. <i>Indirect Measure 2</i> <i>AMBA 670 course evaluations for AY 2016-2017</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 2</i> <i>For all students taking AMBA 670 in AY 2016-17: Overall instructor and</i></p>

<p>Program ISLOs Assessed by this Measure: 1-5</p>	<p><i>Overall course evaluations will be on average 4.0 or better on a 5-point Likert scale.</i></p>
<p>3. <i>Indirect Measure 3</i> <i>DMBA End-of-Program Self-Assessment</i></p> <p>Program ISLOs Assessed by this Measure: 1-5</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 3</i></p> <p><i>This survey examines students' perception of how their learning helped them to achieve success in the workplace. For question #1 90% of students will report that they have accomplished one or more of the listed objectives. For question #7, students will rate themselves on a 5-point Likert scale indicating their level of proficiency in the defined MBA competencies. Students will rate themselves, on average, at the level of 4.0 or "very proficient" on all of the 10 MBA defined competencies</i></p>
<p>4. <i>Indirect Measure 4</i> <i>DMBA 630 course evaluations for AY 2016-2017</i></p> <p>Program ISLOs Assessed by this Measure: 1-5</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 4</i></p> <p><i>For all students taking DMBA 630 in AY 2016-17 overall instructor and overall course evaluations will be on average 4.0 or better on a 5-point Likert scale.</i></p>
<p>Assessment Results: Program 1</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>Summary of Results for Direct Measure 1 : All students enrolled in AMBA 670 were required to complete the Capstone project. The results student assessments for four semesters (Fall 2016, Winter 2017, Spring 2017, and Summer 2017) were reviewed. 99% of all students in all four semesters of AY 2016 -17 (Fall, Winter, Spring, and Summer) scored 80 or above on this assignment.</i></p>	
<p>2. <i>Summary of Results for Direct Measure 2: All students enrolled in AMBA 670 were required to complete the Individual Case study analysis. The results student assessments for four semesters (Fall 2016, Winter 2017, Spring 2017, and Summer 2017) were reviewed. 97% of all students in all four semesters AY 2016-17 (Fall, Winter, Spring, and Summer) scored 80 or above on this assignment.</i></p>	
<p>3. <i>Summary of Results for Direct Measure 3: All students enrolled in DMBA 630 were required to complete the Capstone project. The results of student assessments for three semesters (Fall 2016, Spring 2017, and Summer 2017) were reviewed. 100% of all students in all three semesters AY 2016-17 (Fall, Spring, and Summer) scored 80 or above on this assignment.</i></p>	
<p>4. <i>Summary of Results for Direct Measure 4: All students enrolled in DMBA 630 were required to complete the Individual competitive analysis paper. The results student assessments for three semesters (Fall 2016, Spring 2017, and Summer 2017) were reviewed. 92% of all students in all three</i></p>	

semesters AY 2016-17 (Fall, Spring, and Summer) scored 80 or above on this assignment.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1: AMBA End-of-Program Survey: The following data demonstrated the percentage of students who indicated that they achieved one or more of the objectives they set when they started the MBA Program.*

For Question #1. Across the year, 94% reported that they have accomplished one or more of the listed objectives. By term, the following reported accomplishing one or more of the listed objectives.

- Fall 2016: 100%
- Winter 2017: 96%
- Spring 2017: 93%
- Summer 2017: 93%

For Question #7: Over four semesters in AY 2016-17, students rated themselves above 4.0 on all ten MBA competencies.

Competency	Fall 2016	Win 2017	Sp 2017	Sum 2017	Ave
Decision Making: the ability to identify and analyze problems, distinguish between relevant and irrelevant information to make logical decisions, etc.	4.33	4.38	4.46	4.31	4.37
Critical Thinking: the ability to formulate clear, defensible ideas that result from analyzing, synthesizing and evaluating information.	4.33	4.43	4.49	4.29	4.39
Systems Thinking: the ability to anticipate and understand the implications of decisions.	4.39	4.33	4.29	4.17	4.29
Communication Skills: the ability to express ideas, feelings, opinions, and conclusions so that others understand or are persuaded to act.	4.5	4.43	4.4	4.41	4.44
Diversity & Cross Cultural Perspectives: the ability to comprehend the customs and beliefs of those in or from other racial, social, and religious groups or countries.	4.11	4.33	4.32	4.3	4.27
Team Building: the ability to foster commitment, team spirit, pride and trust.	4.22	4.38	4.32	4.42	4.34
Ethical Leadership: the ability to foster mutual respect, trust, and high standards of ethics.	4.44	4.48	4.49	4.53	4.49
Information Literacy/Research Skills: the ability to formulate research questions to access the relevant and appropriate information resources, etc.	4.17	4.33	4.22	4.34	4.27
Problem Solving: the ability to confront difficult and uncertain situations, effectively communicate future goals to others, etc.	4.33	4.43	4.34	4.41	4.38
Technology Fluency: the ability to identify and to use the appropriate technologies to achieve personal, professional, and organizational objectives.	4.22	4.29	4.22	4.24	4.24

2. *Summary of Results for Indirect Measure 2: For **AMBA 670**, the results indicate that students' evaluations of the course overall and the instructor overall were above the set target of 4.0 on a 5 -point Likert scale for all four semesters the course was offered in AY 2016-17.*

Student evaluations for **AMBA 670** capstone course overall in the program (average across all sections) are the following:

Fall 2016: 4.30
 Winter 2017: 4.42
 Spring 2017: 4.23
 Summer 2017: 4.27

Instructor overall evaluations for **AMBA 670**- capstone course in the program (average across all sections) are the following:

Fall 2016: 4.45
 Winter 2017: 4.51
 Spring 2017: 4.37
 Summer 2017: 4.34

3. *Summary of Results for Indirect Measure 3: **DMBA End-of-Program Survey**: The following data demonstrated the percentage of students who indicated that they achieved one or more of the objectives they set when they started the **DMBA Program**. The survey was implemented in the Summer of 2017.*

For Question #1. 98% of students reported that they have accomplished one or more of the listed objectives.

For Question #7: Students rated themselves above 4.0 on all ten MBA competencies.

Competency	Average
Decision Making: the ability to identify and analyze problems, distinguish between relevant and irrelevant information to make logical decisions, etc.	4.22
Critical Thinking: the ability to formulate clear, defensible ideas that result from analyzing, synthesizing and evaluating information.	4.3
Systems Thinking: the ability to anticipate and understand the implications of decisions.	4.21

Communication Skills: the ability to express ideas, feelings, opinions, and conclusions so that others understand or are persuaded to act.	4.36
Diversity & Cross Cultural Perspectives: the ability to comprehend the customs and beliefs of those in or from other racial, social, and religious groups or countries.	4.3
Team Building: the ability to foster commitment, team spirit, pride and trust.	4.42
Ethical Leadership: the ability to foster mutual respect, trust, and high standards of ethics.	4.5
Information Literacy/Research Skills: the ability to formulate research questions to access the relevant and appropriate information resources, etc.	4.31
Problem Solving: the ability to confront difficult and uncertain situations, effectively communicate future goals to others, etc.	4.34
Technology Fluency: the ability to identify and to use the appropriate technologies to achieve personal, professional, and organizational objectives.	4.33

4. *Summary of Results for Indirect Measure 4: For DMBA 630, the results indicate that students' evaluation of the course were slightly below the set target of 4.0 on a 5-point Likert scale for Fall 2016, but improved in Spring and Summer to be well above the set target of 4.0 on average.*

Student evaluations for DMBA 630 capstone course overall in the program (average across all sections) are the following:

Fall 2016: 3.91
Spring 2017: 4.09
Summer 2017: 4.26

Student evaluations for DMBA 630 instructors (average across all sections) are the following:

Fall 2016: 4.01
Spring 2017: 4.13
Summer 2017: 4.44

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was... 90% of all students will score on a competent level	Performance Target Was 90% of all students will score on a competent level	Performance Target Was 90% of all students will score on a competent level	Performance Target Was 90% of all students will score on a competent level	Performance Target Was A) 90% and B) 4.0 and above	Performance Target Was 4.0 or above for Instuctor overall and Course Overall on Student evaluations for AMBA 670	Performance Target Was A) 90% and B) 4.0 and above.	Performance Target Was 4.0 or above for Instuctor overall and Course Overall on Student evaluations for DMBA 630
	Met	Met	Met	Met	Met	Met	Met	Met

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. *Course of Action 1:*
2. *Course of Action 2*
3. *Course of Action 3*
4. *Course of Action 4*