

MBA Assurance of Learning Program -- October 2013

Learning Goal	Objectives	Where & How Covered in the MBA Program?	What is the Activity?	How & When Assessed?
1) MBA graduates will be able to solve complex business problems.	1a) Students demonstrate the ability to integrate accounting, finance, management, economics, MIS and marketing knowledge.	MGT 892 - Strategic Analysis & Decision Making	Primary focus of class; weekly case analyses, simulation game	MGT892- Major Field Test - Spring
		ACCT 858 - Managerial Accounting	Class discussion & homework	
		MKT 856-Marketing Management Seminar	Live competitive cases with client(s)	
		FIN 809-Managerial Finance	Student projects involved valuing corporations.	
	1b) Students make decisions that reflect strategic thinking, a global perspective, and awareness of cross cultural issues.	MKT 856-Marketing Management Seminar	Case analysis & WSJ articles covering global business issues	MKT 856 - Rubric to assess written case analyses & reflection papers - Spring
		MGT890-Leadership & OB	Class discussions	
2) MBA graduates will be effective leaders and team members.	2a) Students demonstrate self-awareness and comprehension of the key skills and attributes of effective leaders.	MGT 892 - Strategic Analysis & Decision Making	Working in teams on simulation game	
		MGT 890-Leadership and Organizational Behavior	Primary focus of class; in-class activities and written assignments, including practical leadership experience	MGT890 - Rubrics to assess practical experience reflection paper; essay questions on end of semester assignment - Fall
		MKT 856-Marketing Management Seminar	Live competitive cases with client(s)	
	2b) Students demonstrate self-awareness and comprehension of the qualities and practice of effective teamwork.	MGT 890-Leadership and Organizational Behavior	Conflict exercises & team-building exercises	
		FIN 809-Managerial Finance	Student projects involved valuing corporations.	FIN809 - Teamwork rubric (peer evals) - Spring 2013 (will then be in Fall)
		MKT 856-Marketing Management Seminar	Live competitive cases with client(s)	MKT856 - Teamwork rubric (peer evals) - Spring

3) MBA graduates will be able to effectively communicate and negotiate in a professional environment.	3a) Students demonstrate the ability to provide constructive feedback and deliver challenging news in a professional manner.	MGT 890 - Leadership & OB	Feedback provided to lead discussants	MGT 890 - Rubric to assess quality of feedback provided to lead discussants - Fall
		MGT892 - Strategic Analysis & Decision Making	Lead discussion on readings;	
		ACCT 858 - Managerial Accounting	Written assignments	
		MKT 856-Marketing Management Seminar	Students provide written critiques of others' reports; presentations to client(s); "bad news" memo assignment	MKT 856 - Rubric to assess "bad news memo" - Spring
	3b) Students display professional deportment in oral communication.	MGT 890-Leadership and Organizational Behavior	Research project poster presentations & written reports	
		MGT892 - Strategic Analysis & Decision Making	Individual current event presentations	MGT892 - Oral presentation rubric - Spring
		FIN 809-Managerial Finance	Student projects involved valuing corporations.	
	3c) Students demonstrate effective questioning skills.	MGT890-Leadership & OB	Lead discussant questions; questions asked during poster presenters	Not yet determined
	3d) Students demonstrate effective negotiation skills.	MGT892 - Strategic Analysis & Decision Making	In-class activity	
		MGT890-Leadership & OB	In-class negotiation exercise	
MKT 856-Marketing Management Seminar		Short case	Not yet determined	

4) MBA graduates will be aware of the moral responsibility of management.	4a) Students recognize ethical complexities in the business environment.	MGT 892 - Strategic Analysis & Decision Making	Discuss Corporate ethics	
		MKT 856-Marketing Management Seminar	Case analysis & class discussion	MKT 856 - Key Issues Analysis (see if students recognize, without prompting, the existence of ethical issues) - Spring
		MGT890-Leadership & OB	Discuss ethical aspects of leadership	
		FIN 809 - Managerial Finance	Discuss agency theory	
	4b) Students make ethical decisions that respect the needs and well-being of those impacted by the organization.	MGT 892 - Strategic Analysis & Decision Making	Discuss Social responsibility	
		MGT 890-Leadership and Organizational Behavior	Class discussion	
		ACCT 858 - Managerial Accounting	Case Analysis	
		MKT 856-Marketing Management Seminar	Case Analysis and WSJ articles covering global business issues	Not yet determined
5) MBA students will be entrepreneurial.	5a) Students demonstrate the ability to plan the creation of new for-profit and/or non-profit organizations.	BSAD 895	business plan, grant proposal, participate in CRRD biz idea/plan competition,	BSAD 895
	5b) Students recognize the challenges associated with launching and operating sustainable for-profit and/or non-profit organizations	BSAD 895	Modules throughout the MBA program in various courses, finishing with the end of program capstone experience.	BSAD 895