

2020-2021



Program - Master of Business Administration

College or Division: Education and Professional Studies & Rio Grande College

Department: Business Administration

Assessment Coordinator: Dr. Deborah Pendarvis & Dr. Thomas Matula

Strategic Plan Goal(s) Supported: Strategic Goal 3 - Strengthen sustainable and diversified financial base while ensuring affordable access

Program Marketable Skills have been identified: Yes

Program Marketable Skills: Marketable Skill 1: Students will understand the functions of business enterprises, both domestic and international.

Marketable Skill 2: Students will have the skills needed to lead a business effectively.

Marketable Skill 3: Students will be able to develop and execute effective business strategies for both existing businesses and new businesses.

Marketable Skill 4: Students will make effective, comprehensive, and complex presentations to professional and general audiences.

Marketable Skills Dissemination Strategy: 1. Skills listed on syllabi is a big part of distribution.

2. Website listing of skills on all programs.
3. Next time brochure is revised – include a portion on the MS
4. Have a short brochure (one page) developed that can be distributed at Sully Showcase events and provided to campus recruiters

Statement of Purpose: The Master of Business Administration (MBA) program is a strategically designed program preparing individuals to deal with complex issues associated with the dynamic and competitive world of business enterprises. The Common MBA program is designed to enable continuing and effective delivery of the latest trends in business knowledge and organizational practices. More specifically, the MBA “dovetails” with the mission of the university and prepares students to respond appropriately to issues they will encounter across business functions and eventually be prepared to lead a business. This requires that MBA’s are adept at developing successful strategies and are well equipped to communicate effectively with various stakeholders while firmly adhering to business practices that are both ethically based and socially responsible. Graduates are imbued with the ability to apply sound business principles to complex and broad ranging areas using relevant information as well as interpretive skills to make informed and thoughtful decisions. As the landscape of business is never static, the MBA at SRSU attempts to provide sufficient exposure to many and varied real-world situations requiring students to apply their knowledge base while adjusting to ever changing market dynamics. These components, when combined with the added benefits of small class sizes, faculty with years of industry experience and student internship opportunities, combine synergistically in creating a formula for success and are what make the MBA at SRSU special. In sum, MBA’s are exposed to a learning environment that encourages the proficient use of business tools and techniques that enable the graduate to recognize, respond and adjust quickly and appropriately to market dynamics and environmental changes affecting organizations at regional, national and international levels. In fact, some student comments that bear directly on the breadth and depth of the statement of purpose follow: (1) “I ...really appreciate ... the program you run” – (2) “thank you for an incredible experience throughout the graduate program. I have thoroughly enjoyed my time and learned so much...I (am) honored to be associated with Sul Ross” – (3) “you have been a mentor, a leader and I thank you for giving me the honor to be a student in the MBA program at Sul Ross.”

Annual Updates

2020 - 2021

Evidence of Improvement from Previous Assessment Cycle: Students performance in the SLO have continued to improve. In some cases the improvement is enough to review options for making the assessment more challenging. However this will be the last year SRSU with be offering a 36 SCH MBA. Starting in the 2021-2022 Academic year the MBA will become a 30 SCH program with ECO5304/GBUS5301 and GBA5309/QMTS5309 no longer being required courses. The will be retained as electives. The new 30 SCH MBA consists of 18 SCH of fully aligned MBA courses and 12 SCH of graduate business electives. Since the required course work is changing the SLOs have been reviewed and changed to better assess the new 30 SCH MBA.

Similar to the annual update for the BBA, it is of note to mention a few elements that speak to a more broad based discussion as to evidence of improvement from the previous assessment cycle, As noted above, it is quite easy to suggest that there was considerable improvement but that would be somewhat artificial and a function that the MBA programs had not been modified to any great degree for several years. Currently, there are several substantive programmatic processes in place (as noted above) that will be beneficial to both students and faculty. Online education has had a huge impact and to compete in the "new normal" as per graduate business education, it is important to maintain high degrees of flexibility and for those to be translated into program offerings. This posture was, in part, the primary driver for the substantive changes made in the overall MBA program. The program is slated to be more streamlined; more consistent with current industry practice; more flexible to address unique student interest and simultaneously designed in such a way to imbue the student with the appropriate base of knowledge one would expect of an MBA graduate. Also, as noted for the BBA program, the transition elements as identified above will make student progress much easier to track and enable students a broader array of course choices within business. And, once again, these changes will significantly enhance the appropriate use and application of resources. In sum, the immediate future of graduate education in Business Administration looks quite encouraging.

Review History: Reviewer #1 Name, Date, and Comments: Edison Moura - June 21, 2021

Very good report.

Review History: Reviewer #2 Name, Date, and Comments: Barbara Tucker 6-30-2021

I would recommend attaching the rubrics that are being used. Overall, very well written report.

<i>Student Learning Outcomes</i>	<i>Assessment Methods</i>	<i>Results</i>	<i>Application of Results</i>
<p>SLO 1 - Students will analyze and solve complex business problems across major business functions, using advanced business practices and strategies</p> <p>Outcome Status: Active Planned Assessment Cycle: 2020 - 2021 Start Date: 05/25/2020</p>	<p>Project - 1a. Faculty will apply rubric to students' responses to integrative cases and/or problems to assess their ability to solve business problems and make logic based business decisions. Course for assessment – FIN 5306 or FINA 5306 Seminar in Financial Mgmt. Target: 1a. Mean student score of 80% on rubric</p>	<p>Reporting Period: 2020 - 2021 Conclusion: Target Met Del Rio, Eagle Pass, Uvalde Fall 2020, FINA 5306 5 students average score ==92%</p> <p>Alpine Fall 2020 - FIN 5306 - 8 students = average score of 87% (05/20/2021)</p>	<p>Application of Results: Faculty, on reflection, think that by introducing practice cases prior to the assessment that students may perform higher when they are solving a case study on their own for this assessment.</p> <p>Del Rio, Eagle Pass, Uvalde = The students should be given more challenging cases in the future as part of continuous improvement. This SLO is being reviewed and revised as SRSU moves to its new fully aligned 30 SCH MBA degree which will be implemented in the 2021-2022 Academic Year. These results will be taken into account</p>

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Exam/Quiz - In Course - 1b. Faculty will score a comprehensive Exam developed covering major business functions.

Not a final exam.

Target: A score of 70% or above on comprehensive exam

Notes: Alpine - For the academic year 2020-2021 – results for summer - 2020; fall 2020; and spring 2021 on a passed to taken ratio are – 3/3 100%, 7/8 88%, 8/8 100%, respectively. And for the entire year – 18/19 95% is the result.

Reporting Period: 2020 - 2021

Conclusion: Target Met

Students at Del Rio, Eagle Pass, & Uvalde will not start taking the Comprehensive Exam until the 2021-2022 academic year. In order to be consistent with Alpine under the alignment Del Rio, Eagle Pass, & Uvalde will use the same Comprehensive Exam Alpine administers to students.

On the ALPINE campus, For the academic year 2020-2021 – results for summer - 2020; fall 2020; and spring 2021 on a passed to taken ratio are – 3/3 100%, 7/8 88%, 8/8 100%, respectively. And for the entire year – 18/19 95% is the result. (05/19/2021)

in the revision of it.

Alpine - Results indicate that some are still not adequately prepared in the complexities of cost behavior and the carryover to both finance and accounting. However, the results were encouraging and the instructor is please but feels more can be done to reduce the gap. The use of more in-depth cases is being considered in subsequent terms. (05/24/2021)

Application of Results: Del Rio, Eagle Pass, Uvalde will implement the Comprehensive Exam in the 2021-2022 academic year. This SLO is being reviewed and revised as SRSU moves to its new fully aligned 30 SCH MBA degree which will be implemented in the 2021-2022 Academic Year. These results will be taken into account in the revision of it.

Alpine - The results are certainly encouraging but as has been the situation in past times, the comprehensive exam is still in need of a moderate “facelift.” As there are five (5) areas over which the exam evaluates, content within some and/or all of those areas has not remained constant. To not only bring the exam back to a more current state and one consistent with the latest trends in industry, it is important that the

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exam be updated. The exam should also be reviewed every other year (no more than three years) for continuing consistency with industry practices and business dynamics. These areas should and will be reflected in subsequent changes to the content of the exam. A serendipitous result of a more consistent and timely exam review will be that course content will also be enhanced to ensure that changes made in the exam are in keeping with areas addressed in the relevant courses. Finally, as the areas covered on the exam are accounting; economics; finance; marketing and strategy, there will also be some consideration given to either adding an additional area (ethics & social responsibility for example) or covering existing areas in greater depth. Overall, the results are strong and certainly exceeded the expected level for satisfactory results on this particular metric.
(05/24/2021)

SLO 2 - Students will communicate in-depth business information through written delivery processes

Outcome Status: Active

Planned Assessment Cycle: 2018 - 2019

Written Assignment - 2a. Faculty will use a rubric to evaluate a written assignment on business in GBUS 5301.

Bus. Research & Reporting.

Target: 2a. Mean student score of 80% on rubric.

Reporting Period: 2020 - 2021

Conclusion: Target Met

Del Rio, Eagle Pass, Uvalde

GBUS5301 Spring 2021 - 22 students - The class average was 88.1% exceeding the 80% required. (05/19/2021)

Application of Results: Del Rio, Eagle Pass, Uvalde - GBUS5301 will no longer be a required class in the new 30 SCH MBA. Another class will replace it and a more difficult assignment will be used. This SLO is being reviewed and revised as SRSU moves to its new

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Written Assignment - 2b. Faculty will use a rubric to evaluate a written assignment. Seminar in Marketing MKT 5305. **Target:** 2b. Mean student score of 80% on rubric

Reporting Period: 2020 - 2021
Conclusion: Target Met
Del Rio, Eagle Pass, Uvalde
MKTG 5305 Spring 2021 16 students - Average grade = 90.37%

Alpine
MKT 5305 Spring 2021 - 11 Students - Grade = All exceeded the target (see more detailed explanation below) (05/24/2021)

fully aligned 30 SCH MBA degree which will be implemented in the 2021-2022 Academic Year. These results will be taken into account in the revision of it. (05/30/2021)

Application of Results: Del Rio, Eagle Pass, Uvalde - The results indicated that the difficulty of this assignment should be raised to encourage continual improvement. This SLO is being reviewed and revised as SRSU moves to its new fully aligned 30 SCH MBA degree which will be implemented in the 2021-2022 Academic Year. These results will be taken into account in the revision of it.

Alpine - the written assignment was a complete Marketing Plan - this was a team assignment and was divided into four (4) benchmarks (rubrics) and a peer component. These benchmarks included (but not limited to) - a detailed topic; an outline; a Power-Point summary and so forth. The results were okay but it was obvious that some team members took things more seriously than others. Further, the choice of topic was a huge factor in the team's ability to deliver solid performance inputs on subsequent benchmarks. The next use of this will include at least some individually based components as this will enable

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assessments of each student rather than individual assessments of performance based only on peer reviews. The peer reviews are okay but there is a "halo" effect among many team members and thus an accurate appraisal is more indirect. In sum, the application of a marketing plan as a device to assess this outcome seems appropriate as it accomplishes more in-depth understanding of the subject matter and simultaneously assesses writing level(s) and capabilities. (05/24/2021)

SLO 3 - Students will identify and demonstrate advanced understanding of the impact of ethical and/or social responsibility issues as they affect domestic and/or global business environments
Outcome Status: Active
Planned Assessment Cycle: 2018 - 2019

Project - 3a. Faculty will use a rubric to assess a student's response to integrative cases or assignments to assess advanced understanding of contemporary ethical and/or social responsibility issues affecting business enterprises.
Seminar in Management MGT 5304 or MGMT 5304
Target: 3a. Mean student score of 80% on rubric

Reporting Period: 2020 - 2021
Conclusion: Target Met
Del Rio, Eagle Pass, Uvalde
MBA 5304 Fall 2020 7 Students Average grade = 90.52%

Alpine - MGT 5304 - 22 students - average = 85%+ (05/24/2021)

Application of Results: Del Rio, Eagle Pass, Uvalde - The results indicated that the difficulty of this assignment should be raised to encourage continual improvement. This SLO is being reviewed and revised as SRSU moves to its new fully aligned 30 SCH MBA degree which will be implemented in the 2021-2022 Academic Year. These results will be taken into account in the revision of it.

Alpine - The results are typically encouraging on this specific outcome but an artifact may be in the type of case or written instrument used to assess it. In the current and recent business environments, there have been substantive issues from which to

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Exam/Quiz - In Course - 3b. Faculty will administer a multiple choice exam addressing ethical and/or social responsibility issues in business.

Accountant for Management ACC 5307 or ACCT 5307

Target: 3b. Mean student score of 80%/

Reporting Period: 2020 - 2021

Conclusion: Target Met
Del Rio, Eagle Pass, Uvalde
Fall 2020 11129 12 students average score 86

Alpine
Spring 2021 - 13 students - average of 91%
(05/20/2021)

draw both ethically based examples and/or materials as well as areas related to social responsibility. The triple bottom line (people, profits, planet) has received increased emphasis in recent times and as such, corporations have been especially attuned to the implications. The issue with the outcome and its measurement is that faculty with demonstrating and/or appreciating issues related to one or both of the outcome categories does not directly translate into changed behavior. That is, exposure to numerous and varied examples of best (and not quite best) practices does not create some type of cause and effect as to a student's transition toward a more ethical or socially responsible posture. However, without such exposure, that change in posture may never result. In sum, in a perfect world, it would be interesting to evaluate this outcome in some sort of longitudinal setting.
(05/24/2021)

Application of Results: Del Rio, Eagle Pass, Uvalde - The results indicated that the difficulty of this assignment should be raised to encourage continual improvement. This SLO is being reviewed and revised as SRSU moves to its new fully aligned 30 SCH MBA degree which will be

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implemented in the 2021-2022 Academic Year. These results will be taken into account in the revision of it.

Alpine - even with the encouraging results as per the ethics assessment, the instructor feels more can be done with respect to how ethical type decisions are approached and feels there is room for greater understanding in that area. More class discussion on contemporary ethical applications in industry will also produce a more meaningful and enduring result.
(05/24/2021)