

# MBA AY 20-21 Assessment

## *Phase 1: Assessment Plan*

### **Learning Outcome assessed:**

#### **LO 1: Integrative Ability**

Students will design a business strategy incorporating concepts from multiple functional areas.

#### **LO 3) Teamwork**

Students will inspire collaboration, and maximize collective abilities.

### **Assessment Method:**

Student individual reflection report.

### **Targeted performance, based on rubrics:**

80% of students meet or exceed expectations

### **Evaluation Process:**

Instructor scored student's final paper against rubric.

**Rubric:**

	<b>Below or Does Not Meet Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
<b>Identify Issues</b>  <b>Key discipline –related concepts and issues</b> <b>(Accounting, Finance, Marketing, Management, Tech Enabled Operations, etc.)</b>	Discipline-specific concepts and issues are not identified or they are identified inappropriately.	Addresses most of the key discipline-specific concepts and issues but omits or inappropriately identifies a few of the minor ones.	Addresses all of the key discipline-specific concepts and issues and most of the minor ones..
<b>Identify Alternative Options</b>	Does not identify alternatives.	Identifies and discusses a set of feasible alternatives.  Alternatives do not fully consider both the qualitative and quantitative aspects of business decisions.	Identifies and discusses a set of feasible alternatives that demonstrate the ability to integrate knowledge.  Alternatives appropriately consider both the qualitative and quantitative aspects of business decisions.
<b>Evaluate Options</b>	Some key discipline-specific concepts and issues are considered in evaluation.	Most key discipline-specific concepts and issues are considered in evaluation.	All key discipline-specific concepts and issues are considered in evaluation.
<b>Select Option</b>	No link between evaluation and option selected.	Adequate link between analysis and the option selected.  The selected option does not balance both the qualitative and quantitative aspects of business decisions.	A strong and visible link between analysis and the option selected.  The selected option does balance both the qualitative and quantitative aspects of business decisions

**Course where learning outcome was assessed:**

MBA 6010-03

**Instructor(s):**

Roger Chen

**Phase 2: Results Assessment and Planned Action****Results:****LO 1**

	<b>Below or Does Not Meet Expectations (score=1-1.9)</b>	<b>Meets Expectations (score =2-2.9)</b>	<b>Exceeds Expectations (score=3+)</b>
<b>Count of total</b>	7	13	15

Students performed well on this LO. However, 7 students did not meet expectations for Integrative Ability, a much higher number than in the previous group assessed in AY 18-19.

Roger: They focused too much on a particular subject area in their project and did not make efforts to broaden their perspectives.

**LO 3**

	<b>Below or Does Not Meet Expectations (score=1)</b>	<b>Meets Expectations (score =2)</b>	<b>Exceeds Expectations (score=3)</b>
<b>Count of total</b>	3	18	14

Overall, students performed very well on this LO, similar to results found in AY 18-19.

**Suggested Action:**

Roger: Encourage students to use new or different lenses to analyze their business projects.

### ***Phase 3: Closing the Loop***

In the year that the assessment is made, this is good place to describe how the suggested actions might be evaluated in a future assessment cycle. When that cycle is complete, the results can be added to this document to finalize the report.