

**MBA Program
2010 Annual Update**

2. Unit Identification and Profile

2.1-2 Mission and Unit Description

Graduate programs of the College of Business at Loyola University New Orleans develop leaders capable of adding value to organizations and society through the application of theory and practice. Building on a rich Jesuit tradition of rigor and spirituality, knowledge is provided through a coordinated and integrated curriculum taught by academically qualified faculty members and professionally qualified practitioners. Program graduates are dedicated to values-driven leadership, systematic approaches in facing challenges and the virtues of innovation, change and entrepreneurship in improving the human experience.

2.2.1-2 Staff and Faculty Employment

Nearly all faculty employed by the College of Business teach in the graduate program with varying frequency. The College employs 3 full-time staff positions related to the program.

2.2.3-6 Headcount, Retention, and Graduation

Headcount	Full-time	Part-time
Graduate programs	38	41
Retention	Fall-to-Spring	Fall-to-Fall
Graduate programs	*	81%
(Retention in graduate study is measured fall-to-fall only)		
Graduation	2-year	4-year
Graduate programs	47%	67%
(2006 cohort)		

3. Assessment of Unit Goals

3.1 General Assessment Plan

Assessment of graduate programs takes place primarily through course evaluations, faculty deployment metrics (AACSB-mandated Tables 9 and 10), and curricular review. Students also complete exit interviews with the associate dean annually. Direct assessment of learning has been weak, but improvements are being made.

3.2 Outline of Program Goals

The following pages detail progress toward strategic initiatives and goals as identified in the 2008-2012 strategic plan, found at www.business.loyno.edu/aacsb-accreditation.

Strategic Initiative #2: Graduate Programs

Goal 2.I: Build enrollment in Graduate programs

2.I.A: Implement annual marketing plan to build enrollment

Marketing in 2009 was very successful in raising enrollment by about 40% from an average of only 71 students per semester in the three academic years following Hurricane Katrina to 100 students at the beginning of the 2009-2010 academic year. Enrollment through the Spring semester of the 2009-2010 academic year fell only slightly, to 90 students. Enrollment in the Fall 2010 semester was 86 students. Marketing efforts in 2010 were restricted due to the departure of the MBA Director in Fall of 2010.

2.I.B: Examine feasibility of new masters programs

In the August 26 faculty meeting, the faculty unanimously approved a proposal for a new Master in Austrian Economics program. The proposal is for a 30-credit hour, 12-month program in economics, which will be fully funded via endowments and entail the hiring of 2 additional faculty members in economics. An informal survey was administered online to a mailing list compiled by the present economics faculty, and approximately 350 responses were collected. Of these survey respondents, about 250 expressed interest in enrolling in such a program at Loyola. This data, along with the full proposal as approved by the business faculty, is being forwarded to the Provost's office and through other curricular planning channels for final review and approval. The economics area intends to begin fund-raising for the program in 2011 upon University approval, and to offer classes starting in Fall 2012.

2.I.C: Implement joint MBA/MPS (Master of Pastoral Studies)

This innovative joint program with the Loyola Institute for Ministry was approved in 2009, but enrolled no students during its first year. In Spring 2010, the first student enrolled in the program. Unlike the 5th year forensic accounting program (see I.D below), this program requires no additional overhead or extra programming / course offerings, and can be sustained with such small enrollments. Subject to continued promotion from the Loyola Institute for Ministry, the College expects this program to grow.

2.I.D: Create and implement 5th year accounting MBA program

This program was approved and implemented in 2009 with an initial enrollment of 3 students. However, further interest in the program and availability of resources for further development and support of the program have been lower than expected and the program is being phased out. The courses needed for present students to graduate will continue to be offered, but the College is no longer promoting the program or enrolling new students. The program will expire upon graduation of all enrolled students.

2.I: Outcome measures affected by activities this report year

Target: Increase enrollment of MBA program (to 150 by 2012).

Current performance: Current enrollment is around 90 students.

Target: Obtain approval for Master in Austrian Economics by Fall 2010.

Current performance: College approval obtained in Fall 2010; University pending

Target: Increase enrollment in MBA/MPS program to 5 students in Fall 2011.

Current performance: First student was enrolled into program in Spring 2010.

Target: Increase enrollment in 5th year accounting MBA program to 10 students.

Current performance: Program is being phased out, currently enrolls 3 students.

3.3 Student Learning Outcomes

The graduate programs of the College of Business have the following learning goals:

- Graduates will be able to engage a business problem head-on and make an informed and implementable decision based on a thorough analysis of the situation from multiple perspectives.
- Graduates will be able to analyze the value proposition of a firm's marketplace offerings, understand the strategic fit of the firm, and create a comprehensive plan to deliver customer value.
- Graduates will be able to act with a managerial perspective, synthesize information from many varied sources, communicate business information persuasively, and influence others to achieve goals.
- Graduates will be able to confront ethical dilemmas with a balanced and coherent perspective, apply a principled method for responding to ethical issues, and reflect on bias in their ethical decisions.

3.4-6 Assessment Activities and Results

The chief finding as a result of exit interviews of MBA students was that the amount of student support / student resources available to graduate students was very low compared to the support services available to undergraduates. The College plans to enhance graduate programs and student support by developing a larger office suite within the College of Business to house the program director, assistant director, and newly hired Admissions & Advising Counselor. This offers the opportunity to offer a better integrated graduate experience for College of Business students, as well as to create a more distinguished presence for the graduate program on campus and in the community.

4. Summary of Achievements

The **Loyola Entrepreneur Association** and entrepreneurship teams consisting of Loyola MBA students partnered with MBAs from other local universities have had great success this year, including a partnership with South Coast Angel Fund in which MBA students consult on venture funding projects. A local team of students from Loyola, Tulane, and UNO took first place in the 2010 New Orleans Entrepreneur Week, hosted by Idea Village.

5. Discussion of Budget for Previous Fiscal Year

The College of Business does not have any separate budget for graduate programs.

6. Planning and Goals for Upcoming Year

6.1 General Statement on Strategic Planning

The College of Business maintains a Strategic Planning Committee comprised of the Dean, Associate Dean, Assessment Coordinator, and representatives from all major areas including the MBA program. In 2009 and 2010 the College also had an ad-hoc Leadership Team consisting of all college administrators and area chairs. The committee and team reviewed the strategic plan, disseminated it to faculty, called for discussion, and monitored the progress toward new hires, completion of the faculty handbook, and other initiatives.

6.3 Program Goals for Upcoming Year

- Grow existing MBA program offerings; continue development of Masters in Austrian Economics, obtain university approval for program (Strategic Initiative 2.I.A-B).
- Continue to seek outreach in local community through Loyola Leadership Institute and international community through international partnerships (Strategic Initiative 5.I.C-D)
- Distinguish graduate programs for excellence in field (Strategic Initiative 6.VI.E).

6.4 Student Outcomes for Upcoming Year

Assessment of student learning outcomes in past years was sporadic and the College intends to revisit the issue of assessment in the MBA program in conjunction with its development of comprehensive assessment exit examinations in each undergraduate major. The most likely course of action will be to create a comprehensive student self-reflection portfolio, consisting of exemplary work tied directly to learning outcomes, chosen and analyzed by students from work kept on record in the MBA program office.