



ASSESSMENT REPORT/PLAN

College/Division: College of Business

Academic Year: 2008-2009

Department/Center/Office: MBA Program

Submission Date: October 27, 2011

MISSION STATEMENT:

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.

OBJECTIVES/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.

ASSESSMENT (What assessment tools are you using and how do they address the objective/goals cited above?):

Assessment in the MBA program took place primarily through course evaluations, faculty deployment metrics (AACSB Tables 9 and 10), exit surveys, curriculum benchmarking, and direct assessments administered by ad hoc teams

WHERE ARE THE ASSESSMENTS LOCATED?

All assessments are administered by the College of Business' Assessment Coordinator and kept on the intranet.

EVALUATION METHODS (How were the assessments evaluated?):

In 2007, an extensive curricular benchmarking study was conducted to ensure the MBA curriculum was competitive and aligned with the offerings of our peer and aspirant schools. These results were analyzed in the spring and summer of 2008 in order to prepare curricular revisions for implementation in Fall of 2008 for the 2008-09 academic year.

RESULTS/OUTCOMES:

We found that many of our peer schools, in the Jesuit network in particular, offered comparatively fewer foundational courses and comparatively more advanced or core courses than what was represented in our MBA curriculum. The survey of the curricular requirements of other MBA programs at 17 Jesuit universities / colleges and 2 local competitors was followed by a comprehensive analysis of the entire curriculum of all of the other 26 Jesuit MBA programs in the country. 6 curricular areas of competitive importance were identified:

- Area 1) Marketing Mgmt vs New Product Dev.
- Area 2) Operations Management and Statistics
- Area 3) Economic (Macro. vs. Microeconomics)
- Area 4) Legal and Social Responsibility Issues
- Area 5) Management of Current Technologies
- Area 6) Global & International Business Issues

USE OF RESULTS (What modifications, adjustments were made based upon the evaluation of the assessment materials?):

The MBA curriculum was completely reworked as a result of this study, and changes were made as on the next page:

The changes made to the MBA curriculum as a result of the benchmarking assessment are as follows:

Old Curriculum	New Curriculum
<p>Foundation Courses:</p> <ul style="list-style-type: none"> • ACCT-B601 Financial Accounting • DECS-B601 Statistics • ECON-B601/2 Mic/Macroeconomics • FIN-B601 Financial Management • MGT-B601 Mgmt & Org. Behavior • MGT-B605 Mgrl Communication • MGT-B610 Human Resource Mgmt • MGT-B611 Operations Management • MKT-B601 Marketing Management <p>[Advanced] Core Courses:</p> <ul style="list-style-type: none"> • BA-B705 Business Ethics • BA-B710 Ind. & Corp. Entrepreneur. • BA-B715 Mgmt Control / Decision • FIN-B700 Adv. Financial Mgmt • MGT-B725 Leadership Dynamics • MGT-B730 Innovation / Tech. Mgmt <ul style="list-style-type: none"> • MKT-B735 New Product Devel. • BA-B850 Global Strategy • Graduate Business Electives (3) 	<p>Foundation Courses:</p> <ul style="list-style-type: none"> • ACCT-B601 Financial Accounting • DECS-B601 Statistics • ECON-B600 Economics ^(Area #3) • FIN-B601 Financial Management • MGT-B600 Management • MGT-B605 Mgrl Communication • MGT-B610 Human Resource Mgmt • MGT-B611 Operations Management • MKT-B601 Marketing Management <p>[Advanced] Core Courses:</p> <ul style="list-style-type: none"> • BA-B700 Ethical/Legal Respons. ^(Area #4) • BA-B710 Ind. & Corp. Entrepreneur. • ACCT-B715 Mgmt Control / Decision • FIN-B700 Adv. Financial Mgmt • MGT-B725 Leadership Dynamics • MGT-B730 Innov. / Tech. Mgmt ^(Area #5) • MGT-B711 Mgmt Science & Ops. ^(Area #2) • MGT-B715 Global Supply Chain ^(Area #6) • MKT-B700 Marketing Mgmt ^(Area #1) • BA-B850 Total Global Strategy ^(Area #6) • Graduate Business Electives (3)

RESOURCES/TIMELINE/APPROVALS (Based upon the modifications/adjustments included in the USE OF RESULTS section, identify the timeline, resources and approvals required to implement the change.):

Some faculty were redeployed to cover the new courses, but no substantial new budgetary impacts were encountered. The curriculum was approved by all necessary College and University planning bodies prior to implementation.

SIGNATURE: DEPT. CHAIR/DIRECTOR	SIGNATURE: DEAN/VICE-PRESIDENT
Name: Nate Straight, Assessment Coordinator	Name:
Date: October 27, 2011	Date:
Final Approval:	Implementation Date: