



ASSESSMENT REPORT/PLAN

College/Division: College of Business

Academic Year: 2009-2010

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 Spring of 2009, a team of faculty assessors rated student achievement of MBA learning goals related to Systems Thinking, Critical Analysis, Value-Chain Understanding, and Managerial Perspective and Communication

RESULTS/OUTCOMES:

The team identified the following weaknesses:

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| 1) Holistic / Comprehensive Perspective of Business | 2) Ability to Make and Convincingly Defend a Solution |
| 3) Realistic Understanding of Consequences / Risks | 4) Ability to be Concise in Business Communication |
| 5) Persuasive Presentation of Business Concept / Call to Action | 6) Ability to Make Professional Impact in Presentation |

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

Significant changes to assignment and course materials used in the Managerial Communication workshop were made. Students were given a 75-page communication handbook to help them make convincing / persuasive arguments using standard business-writing style. Assignments were given to test students' ability to apply these rhetorical techniques.

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.):

Revise assessment in 2011 to follow assessment exam and/or reflective portfolio method. No resources needed.

SIGNATURE: DEPT. CHAIR/DIRECTOR

SIGNATURE: DEAN/VICE-PRESIDENT

Name: Nate Straight, Assessment Coordinator

Name:

Date: October 27, 2011

Date:

Final Approval:

Implementation Date: