



**College of Business Administration  
Master of Business Administration  
Assessment of Student Learning Plan  
Kansas State University**

- Check the box if your program's student learning outcomes have been modified since November 2003. If so, please email ([apr@ksu.edu](mailto:apr@ksu.edu)) or attach a hard copy to this document.

**A. College, Department, and Date**

College: *College of Business Administration*  
Department: *Graduate*  
Date: *October 21, 2004*

**B. Contact Person(s) for the Assessment Plans**

*Dr. David Vruwink, Assistant Dean and Director of Graduate Programs.*

**C. Degree Program**

*Masters of Business Administration*

**D. Assessment of Student Learning Three-Year Plan**

**1. Student Learning Outcome(s)**

Of the five Student Learning Outcomes approved by the College of Business Administration's Graduate Studies Committee, the following three student learning outcomes have been identified as the initial focus in our three-year assessment plan.

1. An understanding of business operations from a system perspective with knowledge of: management, marketing, finance, information systems and accounting.
2. An ability to make persuasive presentations that reveal strong written and oral communication skills.
3. An understanding of the role of ethics in business decision-making.

Not being assessed at this time.

4. Ability to identify and analyze business problems and opportunities in global manner
5. Ability to contribute during multidisciplinary and team-based problem solving activities.

**Special rationale for selecting these learning outcomes (optional):**

These three student learning outcomes were selected because they represent the basic knowledge, skills and values that are desired for all MBA students when they complete their MBA degree.

Program SLOs	University-wide SLOs (Graduate Programs)			Program SLO is conceptually different from university SLOs
	Knowledge	Skills	Attitudes and Professional Conduct	
1. Basic knowledge in different areas of business from a systems perspective.	X			
2. Strong written and oral communication skills.		X		
3. Role of ethics in business decision-making.			X	

**2. How will the learning outcomes be assessed? What groups will be included in the assessment?**

Learning Outcomes	Who will be assessed?	
	Direct	Indirect
1. Basic knowledge in different areas of business from a systems perspective.	Items from final exams in the core or required MBA classes.  GEN 890 reports.	Survey GEN 890 clients.
2. Strong written and oral communication skills.	Collect papers and video tape presentations from courses and GEN 890..	Surveys of student's beliefs toward ethics will be taken at the beginning and end of their graduate program.
3. Role of ethics in business decision making.		

All MBA students enrolled in ACCTG 810, 860, FINAN 815, 860, MKTG 810, MANGT 810, 820, 830, and 860.  
  
Select a sample of new MBA students and collect reports and videotapes through their program.

All new and graduating MBA students.

**3. When will these outcomes be assessed? When and in what format will the results of the assessment be discussed?**

Learning Outcomes	Timetable for Assessment Learning Outcomes			Baseline created?
	2005	2006	2007	
<b>Direct measure</b>				
1. Basic knowledge in each area of business from a system perspective. 2. Strong written and oral communication skills.	Creation of the measures used in assessing the SLOs.  Pilot test the measures and revise if needed.	Items in Fall and Spring semester final exams in: ACCTG 810 ACCTG 860 FINAN 815 FINAN 860 MANGT 810 MANGT 820 MANGT 830 MANGT 860 MKTG 810	Items in Fall and Spring semester final exams in: ACCTG 810 ACCTG 860 FINAN 815 FINAN 860 MANGT 810 MANGT 820 MANGT 830 MANGT 860 MKTG 810	Baseline created for each item in final examination by averaging the exam item results over the two years. Items would be grouped by tested SLO.
<b>Indirect measure</b>				
3. Role of ethics in business decision making.	Creation of the measures used in assessing the SLOs.  Pilot test the measures and revise if needed.	Fall semester-new MBA student survey on ethics.  Spring semester exit survey for graduating MBA students.	Fall semester-new MBA student survey on ethics.  Spring semester exit survey for graduating MBA students.	Baseline created by averaging beginning and exit survey items across the two years. Items would be grouped by tested SLO.

**4. What is the unit's process for using assessment results to improve student learning?**

<b>Learning Outcomes</b>	<b>Improvement Plan</b>
<p>1. An understanding of business operations from a system perspective with knowledge of: management, marketing, finance, information systems and accounting.</p> <p>2. An ability to make persuasive presentations that reveal strong written and oral communication skills.</p> <p>3. An understanding of the role of ethics in business decision-making.</p>	<p>The Graduate Studies Committee will meet each summer to discuss the results of the assessment for the three learning outcomes. The baseline level will be evaluated to determine if it is set at an appropriate level. Following the baseline creation in year 3, future year assessments will be compared to the baseline and prior year data to understand trends and monitor improvement and stability in student performance. At this meeting, the Graduate Studies Committee will also review the assessment measures to ensure that they are an accurate assessment of student knowledge, skills and values.</p> <p>Because some data is collected at the course level, it could be anticipated that areas of improvement in specific courses can be suggested depending upon the results of the assessment.</p>