



WILLIAM WOODS
UNIVERSITY

**Master of Business Administration Annual Assessment
2017-2018**

ANNUAL ASSESSMENT 17-18

Master of Business Administration Annual Assessment 2017-2018	1
Graduate Annual Assessment 17-18	3
Master of Business Administration	3
Program Profile	3
Program Objectives	4
Curriculum Map	5
Assessment Findings	6
Program Activities	15
Assessment Rubric:	15

Graduate Annual Assessment 17-18

Master of Business Administration

Program Profile

Program Mission

The mission of the Business Programs of William Woods University is to provide a quality, learning environment that empowers students to succeed in their professional endeavors and/or to continue their education.

Program Demographics

Total Enrollment 2016-2017

189

Total Enrollment 2017-2018

129

Incoming Students 2016-2017

24

Incoming Students 2017-2018

6

Program Assessment Data Sheet

Upload the Assessment Data sheet from Institutional Research

MBA1.xlsx

Reflection on Demographic Data

Program goals for persistence and graduate rates? Consider enrollment trends and what the optimal enrollment would be for the program.

Enrollment for the MBA program is 129 students, 63 of which are transfer students. In the past few years we have experienced a decline in our enrollment due to the onslaught of online MBA programs that are now available to rural communities. In 2013 we saw the effects of these numerous online programs and decided to create an MBA degree for online delivery. The online program was launched in 2014 and since that time our online numbers have been steadily increasing however, we have seen a decrease in on-ground enrollments.

Student Retention for the MBA program is strong, averaging 86.7%, because it is a program that is completed in approximately 18 months. This is a program designed for working adults who desire to earn a master's degree. Since the students are more mature and the program is shorter than the traditional undergraduate programs, retention is high. The MBA is beneficial to students in obtaining promotions and transfers. Also, quite often the employer reimburses the student for the cost of tuition. All of these factors contribute to the retention rate.

Degree completion is near 80% which is down from a high of almost 90% in 09/10. Enrollment had declined in the evening sections previously offered in rural areas due to online options. The enrollment is now increasing as WWU's online MBA program is becoming well-known. This means we have fewer cohorts for the evening program, but more students in the online program.

Program Delivery

Cohort
 Online
 Hybrid
 Cohort and Online (selected)

External Accreditation

Does the program hold external accreditation?

Yes (selected)
 No

If yes, state the name of the organization.

Along with the name of the organization, please note the date of approval, and the date of review.

The MBA program was granted accreditation by the Accreditation Council for Business Schools and Programs (ACBSP) in April 2015. The first quality review report was completed in February 2017. The next review report will be due in 2019.

Program Objectives

Standard/Outcome

Identifier	Description
WWU2016.1	Major Field Competence: Students will demonstrate excellence in an academic or professional discipline, and engage in the process of academic discovery.
WWU2016.2	Ethics: Students will exhibit values and behaviors that address self- respect and respect for others that will enable success and participation in the larger society.
WWU2016.3	Self-Liberation: Students will develop an honest understanding and appreciation of themselves and others resulting in an ability to make individual decisions.
WWU2016.4	Lifelong Education: Students will possess an intellectual curiosity and desire for continual learning both within and beyond formal education in preparation for participation in a global society.

Additional Standards/Outcomes

Identifier	Description
ACBSP-2009.4	Measurement and Analysis of Student Learning and Performance: Business schools and programs must have an outcomes assessment program with documentation of the results and evidence that the results are being used for the development and/or improvement of the institution's academic programs. Each business school or program is responsible for developing its own outcomes assessment program.
MBA.1	Analyze ethical and legal issues in business policies and procedures and develop recommendations for improvement.
MBA.2	Demonstrate a working knowledge of current business technology.
MBA.3	Evaluate an organization.
MBA.4	Create sound marketing strategies based on research and analysis.
MBA.5	Analyze effects of economic policies on domestic and international business.
MBA.6	Construct pro forma financial statements to accurately interpret financial data to support managerial decision-making.

Curriculum Map

A - Assessed
 R - Reinforced
 I - Introduced
 M - Master

MBA Program(Imported)

	BMT 517	BMT 524	BMT 545	BMT 580	BMT 590	BMT 552	BMT 538	BMT 539	BMT 566
ACBSP-2009.4 Measurement and Analysis of Student Learning and Performance: Business schools and programs must have an outcomes assessment program with documentation of the results and evidence that the results are being used for the development and/or improvement of the institution's academic programs. Each business school or program is responsible for developing its own outcomes assessment program.					A, M				
MBA.1 Analyze ethical and legal issues in business policies and procedures and develop recommendations for improvement.			I, R, M		M, A			I, R, M	R
MBA.2 Demonstrate a working knowledge of current business technology.				I, R	M, A	R	R		
MBA.3 Evaluate an organization.	I, R, A, M				M, A	R			
MBA.4 Create sound marketing strategies based on research and analysis.					M, A	R, M			
MBA.5 Analyze effects of economic policies on domestic and international business.		I, R, M			M, A				
MBA.6 Construct pro forma financial statements to accurately interpret financial data to support managerial decision-making.					M, A	I	R, M		R, M

Assessment Findings

Assessment Findings for the Assessment Measure level for MBA Program

ACBSP-2009.4 Measurement and Analysis of Student Learning and Performance: Business schools and programs must have an outcomes assessment program with documentation of the results and evidence that the results are being used for the development and/or improvement of the institutions academic programs. Each business school or program is responsible for developing its own outcomes assessment program.

Assessment Measures

BMT 590				
Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - External Testing	Has the criterion 80% of the students will perform at or above the national average on the Peregrine Academic Assessment Exam. been met yet? Not met	During the 2017-2018 academic year, a total of 58 MBA students completed the outbound Peregrine Assessment Examination. Fifty-seven percent of all WWU MBA students scored above the national average of the 50% percentile. Seventy-eight percent of online students scored above the national average and 48% of on ground students scored above the national average.	Outbound_MBA_Peregrine_Scores_1718.xlsx	<ul style="list-style-type: none"> - Refine Assessment Tool: The Peregrine exam needs to be reviewed as it fits within the assessment plan of the MBA program. Currently, it is used to provide a broad average of overall performance when finer data is available that can better address the program objectives. - Curriculum Revision: The MBA underwent a major revision that will go into effect during the 18/19 academic year. The SBT will monitor the program and assessment tools to better align them with the revised program and program objectives.
Direct - Portfolio Review	Has the criterion 80% of the students will produce a business plan that indicates they have mastered the MBA program objectives. been met yet? Met	During the 2016-2017 academic year each MBA graduate (89) was required to complete a capstone project. A sample of 10% of these projects were reviewed by external evaluators. The results of these reviews indicated that over 80% of our students are performing at or above the proficient level.	MBA_External_Reviews_Summary_2017.docx	

MBA.1 Analyze ethical and legal issues in business policies and procedures and develop recommendations for improvement.
Assessment Measures

BMT 590				
Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - Portfolio Review	Has the criterion 80% of the students will produce a business plan that indicates they have mastered the ethical, legal and overall considerations of modern business. been met yet? Met	External reviews indicated that 90% of our MBA students were performing at a proficient level for this objective.	MBA_External_Reviews_Summary_2017.docx	
Direct - External Testing	Has the criterion 80% of the students will perform at or above the national average on the Peregrine Academic Assessment Exam. been met yet? Not met	During the 2017-2018 academic year, a total of 58 MBA students completed the outbound Peregrine Assessment Examination. Fifty-seven percent of all WWU MBA students scored above the national average of the 50% percentile. Seventy-eight percent of online students scored above the national average and 48% of on ground students scored above the national average.	Outbound_MBA_Peregrine_Scores_1718.xlsx	Refine Assessment Tool: The Peregrine exam needs to be reviewed as it fits within the assessment plan of the MBA program. Currently, it is used to provide a broad average of overall performance when finer data is available that can better address the program objectives. - Curriculum Revision: The MBA underwent a major revision that will go into effect during the 18/19 academic year. The SBT will monitor the program and assessment tools to better align them with the revised program and program objectives.

MBA.2 Demonstrate a working knowledge of current business technology.
Assessment Measures

BMT 590				
Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives

Direct - External Testing	Has the criterion 80% of the students will perform at or above the national average on the Peregrine Academic Assessment Exam. been met yet? Not met	During the 2017-2018 academic year, a total of 58 MBA students completed the outbound Peregrine Assessment Examination. Fifty-seven percent of all WWU MBA students scored above the national average of the 50% percentile. Seventy-eight percent of online students scored above the national average and 48% of on ground students scored above the national average.	Outbound_MBA_Peregrine_Scores_1718.xlsx	
Direct - Portfolio Review	Has the criterion 80% of the students will produce a business plan that indicates they have mastered the technological considerations of modern business. been met yet?	External reviews indicated that 90% of our MBA students were performing at a proficient level for this objective.		

MBA.3 Evaluate an organization.

Assessment Measures

BMT 517				
Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - Class Assignment	Has the criterion 80% of the students will produce a final paper in BMT 517 that indicates they have mastered the concepts of organizational culture and structure of modern business. been met yet?			

BMT 590				
Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - External Testing	Has the criterion 80% of the students will perform at or above the national average on the Peregrine Academic Assessment	During the 2017-2018 academic year, a total of 58 MBA students completed the outbound Peregrine Assessment	Outbound_MBA_Peregrine_Scores_1718.xlsx	Refine Assessment Tool: The Peregrine exam needs to be reviewed as it fits within the assessment plan of the

	Exam. been met yet? Not met	Examination. Fifty-seven percent of all WWU MBA students scored above the national average of the 50% percentile. Seventy-eight percent of online students scored above the national average and 48% of on ground students scored above the national average.		MBA program. Currently, it is used to provide a broad average of overall performance when finer data is available that can better address the program objectives. - Curriculum Revision: The MBA underwent a major revision that will go into effect during the 18/19 academic year. The SBT will monitor the program and assessment tools to better align them with the revised program and program objectives.
Direct - Portfolio Review	Has the criterion 80% of the students will produce a business plan that indicates they have mastered the organizational culture and underlying structure considerations of modern business. been met yet? Met	External reviews indicated that 90% of our MBA students were performing at a proficient level for this objective.	MBA_External_Reviews_Summary_2017.docx	

MBA.4 Create sound marketing strategies based on research and analysis.

Assessment Measures

BMT 590				
Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - External Testing	Has the criterion 80% of the students will perform at or above the national average on the Peregrine Academic Assessment Exam. been met yet? Not met	During the 2017-2018 academic year, a total of 58 MBA students completed the outbound Peregrine Assessment Examination. Fifty-seven percent of all WWU MBA students scored above the national average of the 50% percentile. Seventy-eight percent of online students scored above the national average and 48% of on ground students scored above the national average.	Outbound_MBA_Peregrine_Scores_1718.xlsx	- Refine Assessment Tool: The Peregrine exam needs to be reviewed as it fits within the assessment plan of the MBA program. Currently, it is used to provide a broad average of overall performance when finer data is available that can better address the program objectives. - Curriculum Revision: The MBA underwent a major revision that will go into effect during the 18/19 academic year. The SBT will monitor the program and assessment tools to

				better align them with the revised program and program objectives.
Direct - Portfolio Review	Has the criterion 80% of the students will produce a business plan that indicates they have mastered the ability to create sound marketing strategies based on research and analysis. been met yet? Met	External reviews indicated that 90% of our MBA students were performing at a proficient level for this objective.	MBA_External_Reviews_Summary_2017.docx	

MBA.5 Analyze effects of economic policies on domestic and international business.

Assessment Measures

BMT 590				
Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - External Testing	Has the criterion 80% of the students will perform at or above the national average on the Peregrine Academic Assessment Exam. been met yet? Not met	During the 2017-2018 academic year, a total of 58 MBA students completed the outbound Peregrine Assessment Examination. Fifty-seven percent of all WWU MBA students scored above the national average of the 50% percentile. Seventy-eight percent of online students scored above the national average and 48% of on ground students scored above the national average.	Outbound_MBA_Peregrine_Scores_1718.xlsx	<ul style="list-style-type: none"> - Refine Assessment Tool: The Peregrine exam needs to be reviewed as it fits within the assessment plan of the MBA program. Currently, it is used to provide a broad average of overall performance when finer data is available that can better address the program objectives. - Curriculum Revision: The MBA underwent a major revision that will go into effect during the 18/19 academic year. The SBT will monitor the program and assessment tools to better align them with the revised program and program objectives.

Direct - Portfolio Review	Has the criterion 80% of the students will produce a business plan that indicates they have mastered the concepts of economic policies and how they affect domestic and international businesses. been met yet? Met	External reviews indicated that 90% of our MBA students were performing at a proficient level for this objective.	MBA_External_Reviews_Summary_2017.docx	
---------------------------	--	---	--	--

MBA.6 Construct pro forma financial statements to accurately interpret financial data to support managerial decision-making.

Assessment Measures				
BMT 590				
Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - External Testing	Has the criterion 80% of the students will perform at or above the national average on the Peregrine Academic Assessment Exam. been met yet? Not met	During the 2017-2018 academic year, a total of 58 MBA students completed the outbound Peregrine Assessment Examination. Fifty-seven percent of all WWU MBA students scored above the national average of the 50% percentile. Seventy-eight percent of online students scored above the national average and 48% of on ground students scored above the national average.	Outbound_MBA_Peregrine_Scores_1718.xlsx	- Refine Assessment Tool: The Peregrine exam needs to be reviewed as it fits within the assessment plan of the MBA program. Currently, it is used to provide a broad average of overall performance when finer data is available that can better address the program objectives. - Curriculum Revision: The MBA underwent a major revision that will go into effect during the 18/19 academic year. The SBT will monitor the program and assessment tools to better align them with the revised program and program objectives.
Direct - Portfolio	Has the criterion 80% of the students will produce a	External reviews indicated that 90% of our MBA students were performing at	MBA_External_Reviews_Summary_2017.docx	

Review	business plan that indicates they have mastered the creation and interpretation of financial statements which support managerial decision-making. been met yet? Met	a proficient level for this objective		
--------	--	---------------------------------------	--	--

Improvement Narrative List

Assessment Findings for the Assessment Measure level

ACBSP-2009.4 Measurement and Analysis of Student Learning and Performance: Business schools and programs must have an outcomes assessment program with documentation of the results and evidence that the results are being used for the development and/or improvement of the institution's academic programs. Each business school or program is responsible for developing its own outcomes assessment program.

Improvement Narrative		
	BMT 590	
	Improvement Type	Summary
	Refine Assessment Tool	The Peregrine exam needs to be reviewed as it fits within the assessment plan of the MBA program. Currently, it is used to provide a broad average of overall performance when finer data is available that can better address the program objectives.
Curriculum Revision	The MBA underwent a major revision that will go into effect during the 18/19 academic year. The SBT will monitor the program and assessment tools to better align them with the revised program and program objectives.	

MBA.1 Analyze ethical and legal issues in business policies and procedures and develop recommendations for improvement.

Improvement Narrative		
	BMT 590	
	Improvement Type	Summary
Refine	The Peregrine exam needs to be reviewed as it fits within the assessment plan of	

	Assessment Tool	the MBA program. Currently, it is used to provide a broad average of overall performance when finer data is available that can better address the program objectives.
	Curriculum Revision	The MBA underwent a major revision that will go into effect during the 18/19 academic year. The SBT will monitor the program and assessment tools to better align them with the revised program and program objectives.

MBA.3 Evaluate an organization.

Improvement Narrative	BMT 590	
	Improvement Type	Summary
	Refine Assessment Tool	The Peregrine exam needs to be reviewed as it fits within the assessment plan of the MBA program. Currently, it is used to provide a broad average of overall performance when finer data is available that can better address the program objectives.
	Curriculum Revision	The MBA underwent a major revision that will go into effect during the 18/19 academic year. The SBT will monitor the program and assessment tools to better align them with the revised program and program objectives.

MBA.4 Create sound marketing strategies based on research and analysis.

Improvement Narrative	BMT 590	
	Improvement Type	Summary
	Refine Assessment Tool	The Peregrine exam needs to be reviewed as it fits within the assessment plan of the MBA program. Currently, it is used to provide a broad average of overall performance when finer data is available that can better address the program objectives.
	Curriculum Revision	The MBA underwent a major revision that will go into effect during the 18/19 academic year. The SBT will monitor the program and assessment tools to better align them with the revised program and program objectives.

MBA.5 Analyze effects of economic policies on domestic and international business.

Improvement Narrative	BMT 590	
	Improvement Type	Summary
	Refine Assessment Tool	The Peregrine exam needs to be reviewed as it fits within the assessment plan of the MBA program. Currently, it is used to provide a broad average of overall performance when finer data is available that can better address the program objectives.
	Curriculum Revision	The MBA underwent a major revision that will go into effect during the 18/19 academic year. The SBT will monitor the program and assessment tools to better align them with the revised program and program objectives.

MBA.6 Construct pro forma financial statements to accurately interpret financial data to support managerial decision-making.

Improvement Narrative	BMT 590	
	Improvement Type	Summary
	Refine Assessment Tool	The Peregrine exam needs to be reviewed as it fits within the assessment plan of the MBA program. Currently, it is used to provide a broad average of overall performance when finer data is available that can better address the program objectives.
	Curriculum Revision	The MBA underwent a major revision that will go into effect during the 18/19 academic year. The SBT will monitor the program and assessment tools to better align them with the revised program and program objectives.

Assessment List

Program Activities

Student Accomplishments

MBA students in 2017-2018 performed very well on the Capstone Project external reviews.

Faculty Accomplishments

Better tracking of faculty accomplishments is warranted. Aligning the MBA program under the School of Business and Technology and the recent addition of a new MBA Program Manager will help in this area.

Alumni Accomplishments

Recent graduates only

Better tracking of recent alumni and their accomplishments is warranted. Aligning the MBA program under the School of Business and Technology and the recent addition of a new MBA Program Manager will help in this area.

Professional Development Opportunities

List professional development opportunities made available to faculty during the academic year.

During the Fall and Spring semesters of the 2017 -2018 academic year faculty were given the opportunity to complete professional development on our main campus. Sessions offered were focused on the pedagogy of online programs and academic integrity.

Professional Development

Upload any documentation supporting the professional development offered.

Assessment Rubric:

Assessment Rubric

Annual Assessment Report

Assessment Component	Assessment Reflects Best Practices	Assessment Meets the Expectations of the University	Assessment Needs Development	Assessment is Inadequate	Comments:
Learning Outcomes	<input type="checkbox"/> Program learning outcomes are aligned to national standards	<input type="checkbox"/> Measurable program learning outcomes. <input type="checkbox"/> Learning outcomes are clearly articulated.	<input type="checkbox"/> Program learning outcomes have been identified and are somewhat measurable	<input type="checkbox"/> Program learning outcomes are not clear or measurable	<input type="checkbox"/>
Assessment Measures	<input type="checkbox"/> Multiple measures are used to assess a student-learning outcomes. <input type="checkbox"/> Rubrics or guides used are provided. <input type="checkbox"/> All measurements are clearly described.	<input type="checkbox"/> Specific measures are clearly identified <input type="checkbox"/> Measures relate to program learning outcomes. <input type="checkbox"/> Measures can provide useful information about student learning.	<input type="checkbox"/> Some measurements are described, but need further description.	<input type="checkbox"/> Assessment measures do not connect to learning outcomes (objectives). <input type="checkbox"/> Assessment measures are not clear. <input type="checkbox"/> No assessment measures are established.	<input type="checkbox"/>
Assessment Results	<input type="checkbox"/> All learning outcomes are assessed annually; or a rotation schedule is provided. <input type="checkbox"/> Data are collected and analyzed to evaluate prior actions to improve student learning. <input type="checkbox"/> Standards for performance and gaps in student learning are clearly identified.	<input type="checkbox"/> A majority of learning outcomes assessed annually. <input type="checkbox"/> Data collected and aggregated are linked to specific learning outcome(s). <input type="checkbox"/> Standards for student performance and gaps in student learning are recognized.	<input type="checkbox"/> Data collected and aggregated for at least one learning outcome (objectives). <input type="checkbox"/> Data collection is incomplete <input type="checkbox"/> Standards for student performance and gaps in student learning are not identified.	<input type="checkbox"/> Learning outcomes are not routinely assessed. <input type="checkbox"/> Routine data is not collected. <input type="checkbox"/> N/A Program is too new to have collected assessment data.	<input type="checkbox"/>

Assessment Component	Assessment Reflects Best Practices	Assessment meets the expectations of the University	Assessment needs Development	Assessment is Inadequate	Comments:
Faculty Analysis and Conclusions	<input type="checkbox"/> All faculty within the program synthesize the results from various assessment measures to form conclusions about each learning outcome. <input type="checkbox"/> Includes input from adjunct faculty. <input type="checkbox"/> Includes input from outside consultant.	<input type="checkbox"/> Program faculty receive annual assessment results and meet to discuss assessment results. <input type="checkbox"/> Specific conclusions about student learning are made based on the available assessment results.	<input type="checkbox"/> Some program faculty receive annual assessment results <input type="checkbox"/> Faculty input about results is sought	<input type="checkbox"/> Faculty input is not sought. <input type="checkbox"/> Conclusions about student learning are not identified. <input type="checkbox"/> N/A Program recently started or too few graduates to suggest any changes.	<input type="checkbox"/>
Actions to Improve Learning and Assessment	<input type="checkbox"/> A comprehensive understanding of the program's assessment plan and suggestions for improvement. <input type="checkbox"/> Clearly stated adjustments in curriculum as a result of assessment data. <input type="checkbox"/> Actions are innovative in approach in attempt to improve student learning.	<input type="checkbox"/> Description of the action to improve learning or assessment is specific and relates directly to faculty conclusions about areas for improvement. <input type="checkbox"/> Description of action includes a timetable for implementation and identifies who is responsible for action <input type="checkbox"/> Actions are realistic, with a good probability of improving learning or assessment.	<input type="checkbox"/> Adjustments to the assessment plan are proposed but not clearly connected to data <input type="checkbox"/> Minimal discussion of the effectiveness of the assessment plan; minimal discussion of changes, if needed.	<input type="checkbox"/> No actions are taken to improve student learning. <input type="checkbox"/> Actions discussed are not connected to data results or analysis. <input type="checkbox"/> N/A Program recently started or too few graduates to suggest any changes.	<input type="checkbox"/>

Additional Comments: Need to spread out the assessment into a few core courses and not only rely on the Peregrine for assessment.