

Assurance of Student Learning Report 2024-2025	
Gordon Ford College of Business	Master of Business Administration
057 Master of Business Administration	
Kathryn N. Scott	

Is this an online program? X ☐ Yes ☐ No

Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.		
Student Learning Outcome 1: Demonstrate understanding of knowledge in relevant business disciplines.		
Instrument 1	GFCB Certificate Assessments; specifically the Advanced Business Fundamentals assessment (effective F25).	
Instrument 2	Course content assessments.	
Instrument 3	BA 597 – MBA Portfolio (case study)	
		☒ Met ☐ Not Met
Student Learning Outcome 2: Demonstrate the skill of integrating discipline knowledge to identify, analyze, and offer solutions to business problems and situations.		
Instrument 1	Embedded case analysis papers.	
Instrument 2	BA 597 – MBA Portfolio (case study)	
Instrument 3	GFCB Certificate Assessments	
		☒ Met ☐ Not Met
Student Learning Outcome 3: Apply quantitative modeling and data analysis techniques that can solve real world business problems and employ tools and technologies to effectively communicate this analysis.		
Instrument 1	Embedded application assignments.	
Instrument 2		
Instrument 3		
		☒ Met ☐ Not Met
Student Learning Outcome 4: Demonstrate communication, collaboration and team skills necessary to successfully complete a project.		
Instrument 1	Individual and team graded projects and presentations	
Instrument 2	Team member evaluations	
Instrument 3	Capstone course	
		☒ Met ☐ Not Met
Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)		

The MBA program recently underwent a comprehensive programmatic re-design to align more closely with accreditation requirements while still being mindful of student flexibility and outcomes. The redesigned curriculum remains firmly rooted in core business fundamentals but introduces multiple pathways for students to pursue micro-credentials in specialized areas. An area of heightened efficiency is the implementation of a mandatory Capstone sequence, required of all students prior to graduation. This sequence is deliberately structured to serve as the program's primary Assessment of Learning (AOL) mechanism, ensuring that competencies are systematically evaluated across the entire student body. Early results from this initiative have been encouraging.

Student Learning Outcome 1			
Student Learning Outcome	Demonstrate understanding of knowledge in relevant business disciplines .		
Measurement Instrument 1	NOTE: Each student learning outcome should have <u>at least one direct measure of student learning</u>. Indirect measures are not required. All students are required to complete two (2) certificate assessments, one for each of their chosen concentrations. For students enrolled in program catalogs from 2023 – 2024, the two certificate assessments will vary. For students enrolled in the Fall 2025 catalog and beyond, all students will take the Advanced Business Fundamentals assessment (BA 596c) and one other assessment based on their concentration.		
Criteria for Student Success	Students are expected to perform at or above the 50 th percentile on each testing area of the exam.		
Program Success Target for this Measurement	80% of students are to score at or above the 50 th percentile.	Percent of Program Achieving Target	100%
Methods	Assessments are house in Blackboard and deployed online.		
Measurement Instrument 2	Graded individual assignments.		
Criteria for Student Success			
Program Success Target for this Measurement	80% of students	Percent of Program Achieving Target	100%
Methods	Deployed/graded by instructors.		
Measurement Instrument 3	BA 597 – MBA Portfolio (case study)		
Criteria for Student Success			
Program Success Target for this Measurement	80% of students will achieve score of “Developing” or above.	Percent of Program Achieving Target	100%
Methods	All students must also complete the MBA Portfolio course (BA 597) including a comprehensive case study.		

Based on your results, highlight whether the program met the goal Student Learning Outcome 1.		☒ Met	☐ Not Met
Actions (Describe the decision-making process and actions for program improvement. The actions should include a timeline.) Our program has undergone curricular changes and thus new assessments have been added. MKT 596 deployed Spring 2025; BA 596c made mandatory for all students Fall 2025			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) We expect that the program re-design referenced above will more closely align our assessment criteria and learning goals with accreditation requirements.			
Next Assessment Cycle Plan (Please describe your assessment plan timetable for this outcome) .			

Student Learning Outcome 2			
Student Learning Outcome	Demonstrate the skill of integrating discipline knowledge to identify, analyze, and offer solutions to business problems and situations.		
Measurement Instrument 1	Students will submit written analyses of real-world case studies.		
Criteria for Student Success	Students must score “Meets Objectives” for the assignment on 80% of criteria.		
Program Success Target for this Measurement	80% of our students must score 80% or better.	Percent of Program Achieving Target	90%
Methods	Written samples can be gathered from sections of Organizational Behavior and evaluated using a program rubric for critical thinking and problem analysis.		
Measurement Instrument 2	BA 597 – MBA Portfolio (case study)		
Criteria for Student Success			
Program Success Target for this Measurement	80% of students will achieve score of “Developing” or above.	Percent of Program Achieving Target	100%
Methods	Deployed on Blackboard		
Measurement Instrument 3	GFCB Certificate Assessments		
Criteria for Student Success			

Program Success Target for this Measurement	80% of students are to score at or above the 50 th percentile.	Percent of Program Achieving Target	100%
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.			☒ Met ☐ Not Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
A portfolio-type approach has been implemented to collect this data in a consistent manner across the student body.			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
MBA Portfolio has been implemented and is currently achieving target goals..			
Next Assessment Cycle Plan (Please describe your assessment plan timetable for this outcome)			

Student Learning Outcome 3			
Student Learning Outcome	Apply quantitative modeling and data analysis techniques that can solve real world business problems and employ tools and technologies to effectively communicate this analysis.		
Measurement Instrument 1	Embedded application studies.		
Criteria for Student Success	Sampled students will score “Meets Objectives” on 80% of the grading rubric.		
Program Success Target for this Measurement	80% of students will meet criteria for student success.	Percent of Program Achieving Target	85%
Methods	Sample cases were gathered from core courses with high levels of quantitative rigor.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	

Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.		☒ Met	☐ Not Met
Actions (Describe the decision-making process and actions for program improvement. The actions should include a timeline.)			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
Next Assessment Cycle Plan (Please describe your assessment plan timetable for this outcome)			

Student Learning Outcome 4			
Student Learning Outcome	Demonstrate communication, collaboration and team skills necessary to successfully complete a project.		
Measurement Instrument 1	Individual and team graded projects and assignments.		
Criteria for Student Success	Sampled students will score “Meets Objectives” on 80% of the grading rubric.		
Program Success Target for this Measurement	80% of students will meet criteria for student success.	Percent of Program Achieving Target	85%
Methods	Sample cases were gathered from core courses with requisite team projects (e.g. MGT 590).		

Measurement Instrument 2	Peer reviews		
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3	Capstone (MGT 590)		
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.		☒ Met	☐ Not Met
Actions (Describe the decision-making process and actions for program improvement. The actions should include a timeline.)			
Must develop success and percentage targets for peer reviews. Must develop success and percentage targets for Capstone completion.			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
Will be discussed Fall 2025 and implemented by Spring 2026			
Next Assessment Cycle Plan (Please describe your assessment plan timetable for this outcome)			
Fall 2026			

*** Please include Curriculum Map (below/next page) as part of this document

*Gordon Ford College of Business
MBA Program (August 2025 KNS)*

	<i>Department Outcome/Goal:</i>	<i>College Outcome/Goal:</i>
<i>PLO 1:</i>	MBA graduates will demonstrate understanding of knowledge in relevant business disciplines	Discipline Knowledge
<i>PLO 2:</i>	Graduates will effectively analyze business data using modern techniques and tools and generate effective solutions to organizational problems	Qualitative Reasoning
<i>PLO 3:</i>	Graduates will effectively analyze business data using modern techniques, present quantitative data and analysis and communicate in an effective manner.	Quantitative Reasoning
<i>PLO 4:</i>	Graduates will be able to effectively communicate with others on a project, in a team environment by using the appropriate written and/or oral communications	Teamwork/Communication
<i>PLO 5:</i>		
<i>PLO 6:</i>		

Curriculum Map Matrix

	<i>MGT 510 Adv Org Behavior</i>	<i>MGT 511 Micro- Econ</i>	<i>MGT 513 Cont Data Analytics</i>	<i>MGT 515 Managerial Accounting</i>	<i>MGT 517 Advanced Marketing</i>	<i>MGT 519 Manag erial Finance</i>	<i>MGT 590 Strategy</i>
<i>PLO 1:</i>	I, D	I, D	I, D	I, D	I, D	I, D	D, M
<i>PLO 2:</i>	D	D			D		M
<i>PLO 3:</i>		D	D	D		D	M
<i>PLO 4:</i>	D		D		D		D, M

Curriculum Map Matrix (Concentrations)

	<i>SCM 579</i>	<i>SCM 583</i>	<i>SCM 584</i>	<i>BDAN 515</i>	<i>BDAN 517</i>	<i>BDAN 519</i>	<i>CYSA 520</i>	<i>CYSA 522</i>	<i>CYSA 524</i>	<i>MKT 518</i>	<i>MKT 521</i>	<i>CBL 546</i>	<i>CBL 555</i>	<i>CBL 560</i>	<i>CBL 520</i>

<i>PLO 1:</i>	<i>I,D</i>	<i>I,D</i>	<i>I, D</i>	<i>D</i>	<i>D</i>	<i>D</i>	<i>D</i>	<i>D</i>	<i>D</i>	<i>D</i>	<i>D</i>	<i>I, D</i>	<i>I, D</i>	<i>I, D</i>	<i>I, D</i>
<i>PLO 2:</i>		<i>D</i>	<i>D</i>				<i>D</i>								
<i>PLO 3:</i>	<i>D</i>	<i>D</i>		<i>D</i>	<i>D</i>	<i>D</i>		<i>D</i>	<i>D</i>		<i>I, D</i>				
<i>PLO 4:</i>										<i>D</i>					