

**MISSISSIPPI VALLEY STATE UNIVERSITY**  
**ASSESSMENT PLAN/REPORT**  
**Educational Programs**

**Degree Program:** Master of Business Administration

**Assessment Period:** 2013-2014

**Link to Institutional Mission:** Mississippi Valley State University, as a Carnegie Classified Master's University, provides comprehensive undergraduate and graduate programs in education, the arts and sciences, and professional studies. The University is driven by its commitment to excellence in teaching, learning, service, and research--a commitment resulting in a learner-centered environment that prepares critical thinkers, exceptional communicators, and service-oriented, engaged, and productive citizens. MVSU is fundamentally committed to positively impacting the quality of life and creating extraordinary educational opportunities for the Mississippi Delta and beyond.

**Unit Mission Statement:** In support of the University mission, the mission of the Department of Business Administration is to prepare the graduates for careers in business, non-profit and governmental organizations and for continuing professional education programs. The master of business administration (MBA) program aims to produce outstanding graduates providing them with unique opportunities for personal and professional growth based on increasing their knowledge, understanding.

**Faculty Involvement:** All faculty members teaching MBA courses actively participated in the process of developing the assessment plan through MBA faculty meetings guided by the chair.

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**STUDENT LEARNING OUTCOME #1:** Graduates will be able to demonstrate sufficient proficiency in understanding the application of accounting principles and methods.

**State Means of Assessment #1:** Overall test results of the Major Field Test for Master of Business Administration by ETS (Educational Testing Service). The ETS's Major Field Test for MBA is comprehensive outcomes assessment designed to measure the critical knowledge and understanding obtained by students in a major field of study. 135 MBA programs of colleges and universities in the U.S. use the MFT for student achievement and curriculum evaluation. ETS offers comprehensive national comparative data for the MFT, enabling us to assess our students' performance and compare our program's effectiveness to programs at similar institutions nationwide. Overall test results of the MFT will be an outstanding means of assessing the graduates' proficiency in functional areas of business.

**Describe Data Collection Plan:** Each semester, graduating MBA candidates will take the ETS Major Field Test for MBA. The test will cover four (4) subject areas: Marketing (25%), Management (25%), Finance (25%), and Managerial Accounting (25%), respectively. Strategic Integration will also be assessed from those four major subject areas. The total score of the Major Field Test will be analyzed to evaluate overall proficiency in business knowledge and critical thinking skills. The total score as well as scores of each of the MFT's eight content areas provided by ETS will be collected and analyzed to assess graduates' proficiency in these functional areas of business.

**Define Criteria for Success with Rationale:** Quantitative assessment: Scaled score of 46% or higher on the MFT in MBA will be considered a success. The rationale was based upon our students' performance on the MFT in previous years. There was an improvement in our students' performance from 40% to 46% over the academic period of 2009-2013.

**Describe Data Collected and Data Analysis:** The Major Field Test for MBA was administered to 7 (six) graduating MBA candidates from 9:00 to 12:00 a.m. on Tuesday, April 8, 2014. Copies of the test and answer sheets were sent to the ETS and the Department received the test results from ETS. (See Table 1.)

Table 1: Summary of Major Field Tests (MBA)

Academic Year : 2013-2014

Test Date : Tuesday, April 8, 2014

Students tested : (7 MBA graduating candidates)

Part A: TOTAL SCORES

Scaled Score Range	Number in Range	Percent Below*
265-269	1	86
240-244	1	71
230-234	2	43
220-204	3	0
Mean	233	
Standard Deviation	17	

\* ETS' Score Distribution Comparative Data: the lower limit of the score interval

Part B: Summary of Assessment Indicators

Assessment Indicator Title	Mean Percent Correct
1. Marketing	37
2. Management	41
3. Finance	37
4. Accounting	39
5. Strategic Integration	39

**Indicate Whether Criteria for Success Were Met:** The criteria for success were met. Our students' mean was 43% this year.

**Describe How Assessment Results Were Used to Improve the Program:** The Major Field Test for MBA covers five major areas: Marketing, Management, Finance, Managerial Accounting, and Strategic Integration. Our students' overall performance was a success this year. MBA faculty discussed assessment results and suggestions were made to improve our students' performance for upcoming years: 1. Summary of assessment indicators provided by ETS showed relative weakness in Marketing and Finance compared to the national data. 2. Each faculty will examine their course syllabi, course material selection, and teaching methods to improve our students' performance in these areas for upcoming years.

**State Means of Assessment #2:** In-house developed exit exam.

**Describe Data Collection Plan:** Each semester, MBA graduating candidates will take the In-house developed exit exam.

**Define Criteria for Success with Rationale:** Quantitative assessment: Overall score of 46% or higher on the exit exam will be considered a success. The rationale was based upon our students' performance on the nation-wide MFT in previous years.

**Describe Data Collected and Data Analysis:** No data

**Indicate Whether Criteria for Success Were Met:** [Click here to enter text.](#)

**Describe How Assessment Results Were Used to Improve the Program:** [Click here to enter text.](#)

**STUDENT LEARNING OUTCOME #2:** Graduates will be able to use information technology tools such as computers, software, and related learning aids that are commonly used in business world.

**State Means of Assessment #1:** Scaled score on the in-house developed Technology Competency Test for MBA.

**Describe Data Collection Plan:** Each semester, graduating MBA candidates will take the Technology Competency Test. The in-house developed Technology Competency Test was developed by MBA faculty led by Dr. Jeannett Roberts and validated externally by a local panel of experts for reliability. The Technology Competency Test covers skills and knowledge of (1) writing a research paper (2) completing spreadsheet related works (3) preparing a presentation document, and (4) getting involved in internet activities.

**Define Criteria for Success with Rationale:** Quantitative assessment: scaled score of 65% or higher on the Technology Competency Test will be considered a success. The rationale is based upon our students' performance from previous years' results of scoring rubrics for projects that require skills and knowledge in information technology tools such as computers, software, and related learning aids that are commonly used in business world.

**Describe Data Collected and Data Analysis:** No data.

**Indicate Whether Criteria for Success Were Met:** No data.

**Describe How Assessment Results Were Used to Improve the Program:** No data.

**State Means of Assessment #2:** Scores from individual/team project rubrics in the MBA courses that require intensive use of information technology tools.

**Describe Data Collection Plan:** Individual/team projects in related courses that require the intensive use of technology tools will be evaluated by each instructor. Rubrics are developed for each individual/team projects. Each rubric is validated externally by a local panel of experts for reliability. In these rubrics, scoring categories regarding the usage of technology tools are included. All related

rubrics will use the same scoring scale ranging from 1 to 10 for reliable data collection and analysis. Data will be collected at the end of each semester.

**Define Criteria for Success with Rationale:** Quantitative Assessment: An average of 65% or higher in each area described above from scoring rubrics will be considered a success. The rationale is based upon our students' performance from previous years' results of scoring rubrics for projects that require skills and knowledge in information technology tools such as computers, software, and related learning aids that are commonly used in business world.

**Describe Data Collected and Data Analysis:** No data.

**Indicate Whether Criteria for Success Were Met:** [Click here to enter text.](#)

**Describe How Assessment Results Were Used to Improve the Program:** [Click here to enter text.](#)

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**STUDENT LEARNING OUTCOME #3:** Graduates will be able to communicate effectively via writing and oral presentation.

**State Means of Assessment #1:** Grading results from scoring rubrics for individual/team written projects in MBA courses

**Describe Data Collection Plan:** Rubrics are developed for related individual/team written projects. Each rubric is validated by panel of experts. Related project course rubrics will use the same scoring scale ranging from 1 to 10 for reliable data collection and analysis. Individual/team written projects in related courses will be evaluated by each instructor. The rubrics will be calibrated and tested for reliability among instructors in the courses and/or colleagues who have similar teaching background in the Department. Data will be collected and studied for analysis at the end of each semester.

**Define Criteria for Success with Rationale:** Quantitative assessment: Overall average of 61% or higher will be considered success. The rationale was based upon our students' performance in previous academic years assessed by MBA faculty.

**Describe Data Collected and Data Analysis:** No data.

**Indicate Whether Criteria for Success Were Met:** No data.

**Describe How Assessment Results Were Used to Improve the Program:** No data.

**State Means of Assessment #2:** Grading results from scoring rubrics for individual/team oral presentation projects in MBA courses

**Describe Data Collection Plan:** Individual/team oral presentation projects in related MBA courses will be evaluated by instructors. Rubrics are developed for related oral presentation projects. Each rubric is validated externally by a panel of experts for reliability. Related project rubrics will use the same scoring scale ranging from 1 to 10 for reliable data collection and analysis. Scores from categories in oral presentation rubrics will be collected and studied for analysis at the end of each semester.

**Define Criteria for Success with Rationale:** Overall average of 65% or higher will be considered success. The rationale is based upon 60% of our students' overall average from AY 2008-2009 assessment report plus 5% of improvement expected by MBA faculty.

**Describe Data Collected and Data Analysis:** No data

**Indicate Whether Criteria for Success Were Met:** [Click here to enter text.](#)

**Describe How Assessment Results Were Used to Improve the Program:** [Click here to enter text.](#)