

Texas Southern University
Assessment Narrative
Academic Years 2007-08 thru 2009-10

JESSE H. JONES SCHOOL OF BUSINESS

Program: Master Business Administration

The mission of the Business Administration MBA degree is to educate a diverse group of men and women in the knowledge, analytical ability, and management skills necessary for positions of leadership in a diverse workforce with rapidly changing technology and a fiercely competitive global marketplace. MBA students are uniquely skilled in the application of critical, analytical and strategic thinking to analyze and develop solutions to business problems.

Goal 1

Content Knowledge Students will demonstrate competency in and knowledge of advanced business concepts related to the business disciplines. Assessment not implemented until 2008-09; ETS Major Field Test-MBA was not in existence. Students will achieve a minimum mean percent correct of (40) on the managerial accounting and finance assessment indicators.

Outcome 1.1 – Students will apply key managerial accounting and finance concepts.

Students will achieve a minimum mean percent correct of (40) on the managerial accounting and finance assessment indicators.

Findings (2008-2010)

MBA students did not achieve the minimum mean percent correct target score of 40 on managerial accounting, with a score of 39 in 2008-09 and 38 in 2009-10. The assessment was not conducted in 2007-08; not implemented until 2008-09.

Action Plan Summary – 2008-2010

- Added special assignments to emphasize key concepts in managerial accounting and financial management.
- Scheduled accounting finance courses in sequence to enhance comprehension and retention.

Outcome 1.2 – Students will apply key management and marketing concepts.

Students will achieve a minimum mean percent correct of (40) on the management and marketing indicators.

MBA students met the minimum mean target score of 40 on management for both periods, achieving a score of 49 in 2008-09, and 40 in 2009-10. The assessment was not conducted in 2007-08.

Action Plan Summary – 2008-2010

- Continued to strengthen courses, monitored test results, and implemented SkillSoft electronic tutorials.
- Reviewed course syllabi content to ensure that market strategy, communication, and research are all covered.

Outcome 1.3 – Students will apply key strategic integration concepts.

Students will achieve a minimum mean percent correct of (40) on the strategic integration indicators.

Findings (2008-2010)

- MBA students met the minimum mean target score of 40 on strategic integration, achieving a score of 44 in 2008-09, but only achieved a score of 37 in 2009-10.

Action Plan Summary – 2008-2010

- Continued to strengthen courses, monitored test results, and implemented SkillSoft electronic tutorials.
- Change the sequencing of core courses so that they are all offered in the first year.

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Assessment Plan
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College/School: Jesse H. Jones School of Business
 Discipline/Program: Master Business Administration

THECB CIP Code 52.0201.00

Goals	Student Learning Outcomes/ Objectives	Metric	Target			Findings			Action Plan (if applicable)	Reference Document
			2007-08	2008-09	2009-10	2007-08	2008-09	2009-10		
Goal 1 Students will demonstrate competency in and knowledge of advanced business concepts related to the business disciplines	SLO 1.1 Students will apply key managerial accounting and finance concepts	ETS Major Field Test Scores – MBA	Assessment not implemented until 2008-09; ETS Major Field Test-MBA was not in existence	Students will achieve a minimum mean percent correct of (40) on the managerial accounting and finance assessment indicators	Students will achieve a minimum mean percent correct of (40) on the managerial accounting and finance assessment indicators	Assessment not implemented until 2008-09; ETS Major Field Test-MBA was not in existence	Students achieved a mean percent correct of (39) on managerial accounting and a mean percent correct of (39) on finance	Students achieved a mean percent correct of (38) on managerial accounting and a mean percent correct of (30) on finance	<p>Based on 2007-08 Findings Assessment not implemented until 2008-09</p> <p>Based on 2008-09 Findings Add special assignments to emphasize key concepts in managerial accounting and financial management</p> <p>Based on 2009-10 Findings Schedule accounting and finance courses in sequence enhance comprehension and retention</p>	R.1.1 ETS-MBA Summary by Assessment Indicator
	SLO 1.2 Students will apply key management and marketing concepts	ETS Major Field Test Scores – MBA	Assessment not implemented until 2008-09; ETS Major Field Test-MBA was not in existence	Students will achieve a minimum mean percent correct of (40) on the management and marketing assessment indicators	Students will achieve a minimum mean percent correct of (40) on the management and marketing assessment indicators	Assessment not implemented until 2008-09; ETS Major Field Test-MBA was not in existence	Students achieved a mean percent correct of (49) on management and a mean percent correct of (47) on marketing	Students achieved a mean percent correct of (40) on management and a mean percent correct of (42) on marketing	<p>Based on 2007-08 Findings Assessment not implemented until 2008-09</p> <p>Based on 2008-09 Findings Continue to strengthen courses, monitor test results, and implemented SkillSoft electronic tutorials</p> <p>Based on 2009-10 Findings Review course syllabi content coverage to ensure that market strategy, communications and research are covered</p>	<p>R.1.2 ETS-MBA Summary by Assessment Indicator</p> <p>SkillSoft Tutorial Course Listing – Management and Marketing</p>

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Goals	Student Learning Outcomes/ Objectives	Metric	Target			Findings			Action Plan (if applicable)	Reference Document
			2007-08	2008-09	2009-10	2007-08	2008-09	2009-10		
Goal 1 Students will demonstrate competency in and knowledge of advanced business concepts related to the business disciplines	SLO 1.3 Students will apply key strategic integration concepts	ETS Major Field Test Scores – MBA	Assessment not implemented until 2008-09; ETS Major Field Test-MBA was not in existence	Students will achieve a minimum mean percent correct of (40) on the strategic integration indicator	Students will achieve a minimum mean percent correct of (40) on the strategic integration indicator	Assessment not implemented until 2008-09; ETS Major Field Test-MBA was not in existence	Students achieved a mean percent correct of (44) on strategic integration	Students achieved a mean percent correct of (37) on strategic integration	<p>Based on 2007-08 Findings Assessment not implemented until 2008-09</p> <p>Based on 2008-09 Findings Continue to strengthen courses, monitor test results, and implemented SkillSoft electronic tutorials</p> <p>Based on 2009-10 Findings Change the sequencing of core courses so that they are all offered in the first year</p>	<p>R.1.3 ETS-MBA Summary by Assessment Indicator</p> <p>SkillSoft Tutorial Course Listing – Strategy</p> <p>MBA Curriculum</p>