



## Public Disclosure of Student Learning

---

---

Institution	University of Maryland University College
Academic Business Unit	MBA Program
Academic Year	2015-2016

---

---

# Report of Student Learning and Achievement

*Institution*

*Name of your Academic Business Unit*

For Academic Year: 2015-2016

Mission of the The Graduate School
<p><i>Mission Statement: The Graduate School’s mission is to prepare students for effective leadership and citizenship in a global environment characterized by workforce diversity, increasing competition, and technological innovation.</i></p>

Student Learning Assessment for MBA Program (AMBA and DMBA)	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1. Written Communication: Demonstrate competence in effective written communication.</i>	
2. <i>Program Learning Outcome 2. Information Literacy: Demonstrate the ability to use libraries and other information resources to effectively locate, select, and evaluate needed information.</i>	
3. <i>Program Learning Outcome 3. Program Content Knowledge: Demonstrate the ability to apply the disciplinary knowledge and skills appropriate for the chosen field of study/program.</i>	
4. <i>Program Learning Outcome 4. Technology Fluency: Demonstrate an understanding of technology broadly enough to apply technology productively to academic studies, work, and everyday life.</i>	
5. <i>Program Learning Outcome 5. Demonstrate the use of analytical skills and reflective processing of information.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i>  <i>AMBA 670 Capstone Project – the project serves as an integrative semester-long experience for students during the last course in the MBA Program. The project incorporates all of the previously covered areas and content and requires application of all program</i></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i>  <i>All students in the AMBA program are required to complete this project as a requirement in the last capstone course of the program. At least 90% of students will score 80% or better on this assignment.</i></p>

<p><i>competencies. The capstone project is a team assignment due in Week 7 of the 10-week course</i></p> <p>Program ISLOs Assessed by this Measure: 1-5</p>	
<p>2. <i>Direct Measure 2</i>  <i>AMBA 670 Individual Case Study : the case study is an individual writing assignment required of all students in the course. The students complete this assignment in Week 9 of the 10-week course.</i></p> <p>Program ISLOs Assessed by this Measure: 1-5</p>	<p><i>Objective (Target/Criterion) for Direct Measure 2</i>  <i>All students in the AMBA program are required to complete the project. At least 90% of students will score 80% or better on this assignment.</i></p>
<p>3. <i>Direct Measure 3</i>  <i>DMBA 630 Capstone Strategy Project: a team project that integrates and applies the concepts and frameworks of global business, marketing, and strategic management. This is the final project in a 12-week course.</i></p> <p>Program ISLOs Assessed by this Measure: 1=5</p>	<p><i>Objective (Target/Criterion) for Direct Measure 3</i>  <i>All students in the DMBA program are required to complete the project. At least 90% of students will score 80% or better on this assignment.</i></p>
<p>4. <i>Direct Measure 4</i>  <i>DMBA 630 Individual Competitor Paper: Individual writing assignment required of all students in DMBA 630 in Week 5 of the 12-week course. Students analyze competitors in a global market.</i></p> <p>Program ISLOs Assessed by this Measure: 1-5</p>	<p><i>All students in the DMBA program are required to complete the project. At least 90% of students will score 80% or better on this assignment.</i></p>
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p>
<p>1. <i>Indirect Measure 1</i>  <i>AMBA End-of Program Survey</i></p> <p>Program ISLOs Assessed by this Measure: 1-5</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i>  <i>This survey examines students’ perception of how their learning helped them to achieve success in the workplace. For question #1 90% of students will report that they have accomplished one or more of the listed objectives. For question #7, students will rate themselves on a 5-point Likert scale indicating their level of proficiency in the defined MBA competencies. Students will rate themselves, on average, at the level of 4.0 or “very proficient” on all of the 10 MBA defined competencies</i></p>
<p>2. <i>Indirect Measure 2</i>  <i>AMBA 670 course evaluations for AY 2015-2016</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 2</i>  <i>For all students taking AMBA 670 in AY 2015-16: Overall instructor and</i></p>

Program ISLOs Assessed by this Measure: 1-5	<i>Overall course evaluations will be on average 4.0 or better on a 5-point Likert scale.</i>
3. <i>Indirect Measure 3</i> <i>DMBA End-of-Program Self-Assessment</i> Program ISLOs Assessed by this Measure: 1-5	<i>Objective (Target/Criterion) for Indirect Measure 3</i>  <i>80% of students completing the self-assessment will agree or strongly agree with improvement in at least two of the three course objectives.</i>
4. <i>Indirect Measure 4</i> <i>DMBA 630 course evaluations for AY 2015-2016</i>  Program ISLOs Assessed by this Measure: 1-5	<i>Objective (Target/Criterion) for Indirect Measure 4</i>  <i>For all students taking DMBA 630 in AY 2015-16 overall instructor and overall course evaluations will be on average 4.0 or better on a 5-point Likert scale.</i>
<b>Assessment Results: Program 1</b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. <i>Summary of Results for Direct Measure 1 : All students enrolled in AMBA 670 were required to complete the Capstone project. The results student assessments for four semesters (Fall 2015, Winter 2016, Spring 2016, and Summer 2015) were reviewed. 99% of all students in all four semesters of AY 2015 -16 (Fall, Winter, Spring, and Summer) scored 80 or above on this assignment.</i>	
2. <i>Summary of Results for Direct Measure 2: All students enrolled in AMBA 670 were required to complete the Individual Case study analysis. The results student assessments for four semesters (Fall 2015, Winter 2016, Spring 2016, and Summer 2015) were reviewed. 97% of all students in all four semesters AY 2015-16 (Fall, Winter, Spring, and Summer) scored 80 or above on this assignment.</i>	
3. <i>Summary of Results for Direct Measure 3: All students enrolled in DMBA 630 were required to complete the Capstone project. The results student assessments for three semesters (Fall 2015, Spring 2016, and Summer 2015) were reviewed. 100% of all students in all three semesters AY 2015-16 (Fall, Spring, and Summer) scored 80 or above on this assignment.</i>	
4. <i>Summary of Results for Direct Measure 4: All students enrolled in DMBA 630 were required to complete the Individual competitive analysis paper. The results student assessments for three semesters (Fall 2015, Spring 2016, and Summer 2015) were reviewed. 96% of all students in all three semesters AY 2015-16 (Fall, Spring, and Summer) scored 80 or above on this assignment.</i>	
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>	
1. <i>Summary of Results for Indirect Measure 1: AMBA End-of-Program Survey: A) The following data demonstrated the percentage of students who indicated that they achieved one or more of the objectives they set when they started the MBA Program.</i>	

Fall 2015: 100%  
Winter 2016: 97%  
Spring 2016: 91%  
Summer 2016: 95%

2. *Summary of Results for Indirect Measure 2: For AMBA 670, the results indicate that students' evaluations of the course and the instructors were above the set target of 4.0 on a 5 point Likert scale for all four semesters the course was offered in AY 2015-16.*

Student evaluations for AMBA 670 capstone course in the program (average across all sections) are the following:

Fall 2015: 4.11  
Winter 2016: 4.06  
Spring 2016: 4.21  
Summer 2016: 4.15

Instructor evaluations for AMBA 670- capstone course in the program (average across all sections) are the following:

Fall 2015: 4.16  
Winter 2016: 4.11  
Spring 2016: 4.21  
Summer 2016: 4.13

3. *Summary of Results for Indirect Measure 3: For DMBA 630, 80% of students completing the End-of-Program self-assessment agreed or strongly agreed that they improved on at least two of the three course objectives.*

Fall 2015: 91.4%  
Spring 2016: 87%  
Summer 2016: 87%

4. *Summary of Results for Indirect Measure 4: For DMBA 630, the results indicate that student' evaluations of the instructors were above the target of 4.0 on a 5 point Likert scale for all three semesters the course was offered in AY 2015-16. However, the students' evaluations for the course were below the target of 4.0 on a 5 point Likert scale for all three semesters the course was offered in AY 2015-16.*

Student evaluations for DMBA 630 capstone course in the program (average across all sections) are the following:

Fall 2015: 3.87  
 Spring 2016: 3.94  
 Summer 2016: 3.78

Student evaluations for DMBA 630 instructors (average across all sections) are the following:

Fall 2015: 4.0  
 Spring 2016: 4.03  
 Summer 2016: 4.08

**Summary of Achievement of Intended Student Learning Outcomes:**

Intended Student Learning Outcomes	Learning Assessment Measures							
	Direct Measure 1	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
Program ISLOs	Performance Target Was... 90% of all students will score on a competent level	Performance Target Was 90% of all students will score on a competent level	Performance Target Was 90% of all students will score on a competent level	Performance Target Was 90% of all students will score on a competent level	Performance Target Was A) 90% and B) 4.0 and above	Performance Target Was 4.0 or above for Instructor overall and Course Overall on Student evaluations for AMBA 670	Performance Target Was 80% of students will agree or strongly agree that they improved in at least two of the three course objectives.	Performance Target Was 4.0 or above for Instructor overall and Course Overall on Student evaluations for DMBA 630
	Met	Met	Met	Met	Met	Met	Met	Met for instructors Not met for course

**Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:**

1. Course of Action 1: Indirect Measure 4: DMBA Course evaluations for all three semesters was under 4.0 (although instructor overall was above 4.0)

*for all semesters. Improvements to the course design that were undertaken in 2016-17 include the following: Textbooks for all DMBA courses were replaced with online learning resources that were embedded into the online classroom; a standard team agreement was developed for use in all courses. ; Based on student feedback, the number of discussion questions were reduced and assignment instructions and grading rubrics were clarified; grading was adjusted to increase the weights of individual contributions to group projects.*

*2. Course of Action 2*

*3. Course of Action 3*

*4. Course of Action 4*