Program-Level Learning Goals

NMSU’s College of Business faculty are responsible for curriculum development. Faculty representatives across business disciplines serve on the Graduate committee to develop or review status of learning goals, learning objectives, and performance criteria by which to assess student achievement of program learning goals. This committee ensures that a sufficient number of courses address each learning goal and that at least two courses provide substantial coverage of each learning goal.

The MBA program affords students the opportunity to expand their development of critical thinking, quantitative analysis, interpersonal, writing and oral presentation skills while increasing comprehension of legal and ethical issues in the business environment.

Goal 1: Communication (COMM): Students can communicate effectively.
  Objective 1a: Students can write effectively. (WRITE)
  Objective 1b: Students can make a professional oral presentation. (ORAL)

Goal 2: Critical Thinking (THINK): Students can think critically to solve problems
  Objective 2a: Students can identify relevant information in a business setting.
  Objective 2b: Students can appropriately apply relevant business knowledge.
  Objective 2c: Students can use business knowledge to make appropriate decisions and draw relevant conclusions related to any problems and issues identified.

Goal 3: Quantitative Analysis (QUANT): Students can solve problems using quantitative information.

Goal 4: Interpersonal Skills (INTERPER): Students can interact effectively with others in a team environment.

Goal 5: Ethical and Legal Issues: Students can comprehend ethical and legal implications in business.
  Objective 5a: Students can comprehend ethical implications in business (ETHICS)
  Objective 5b: Students can comprehend legal implications in business (LEGAL)

Assessment Plan for 2006-2008

The assessment plan for NMSU’s BBA program follows. Exam questions, take-home assignments, and mini-projects from selected courses provide student artifacts for assessment. Student performance on each goal will be compared to a target of 80% of business students meeting or exceeding expectations. An assessment of each learning goal for two semesters is assisting the AOL committee in identifying learning goals where improvement in student achievement is necessary.
<table>
<thead>
<tr>
<th>Learning Goal</th>
<th>Measurement Method</th>
<th>Expectations</th>
<th>Responsibility</th>
<th>Timeline</th>
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</thead>
<tbody>
<tr>
<td>1 – Communicate effectively</td>
<td>A capstone project in BA 590 including a written paper</td>
<td>80% of students will meet or exceed expectations (also accomplished /competent)</td>
<td>MBA Program director</td>
<td>Next assessment in Fall, 2008</td>
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<td>2 – Think critically to solve problems</td>
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<td>Assess each semester.</td>
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<td>3 – Solve problems using quantitative information</td>
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<td>4 – Interact effectively with others in a team environment</td>
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