Learning Outcomes (Program Goals): Students will demonstrate

- Well-developed oral presentation and written communication skills
- Critical thinking skills
- Quantitative analysis
- Interpersonal

Goal: 80% of the student will be competent or accomplished.

Learning Activity/Assessment Method: A capstone project including written paper and oral presentation in BA590: Professional Paper/Presentation.

Assessment process: Assessed 57 papers/presentations collected over seven semesters including summers. Each paper/presentation was completed by two to three MBA students and was submitted and presented at the end of BA590 course.

All assessment scores were based on team, rather than individual performance. This was done to obtain some preliminary results while the Graduate Committee developed an assessment plan including the creation of a curriculum map, identification of courses to emphasize particular learning outcomes, and development of rubrics.

One faculty member, one graduate representative, and the MBA director read the papers, observed the presentations, and assessed both artifacts. The assessment scores represent an average of the scores from these three individuals.

Assessors used a rubric to assess each of the four program goals (See Exhibit 2). Scores ranged from 5 to 0, strongly agree to strongly disagree. Scores of 4 or greater represented competent/accomplished work and scores below 4 represented developing. A score of 4 or above was considered acceptable.

Samples of student artifacts reflecting these learning outcomes are available in the MBA Director’s office.

Assessment Results: The goal was 80% of the student work writing would be competent or accomplished for each of the program goals.

<table>
<thead>
<tr>
<th></th>
<th>Written</th>
<th>Analytical</th>
<th>Presentation</th>
<th>Team</th>
<th>Critical Thinking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>82%</td>
<td>75%</td>
<td>67%</td>
<td>88%</td>
<td>81%</td>
</tr>
<tr>
<td>Main</td>
<td>84%</td>
<td>81%</td>
<td>68%</td>
<td>86%</td>
<td>86%</td>
</tr>
<tr>
<td>LANL</td>
<td>80%</td>
<td>70%</td>
<td>60%</td>
<td>80%</td>
<td>60%</td>
</tr>
<tr>
<td>WSMR</td>
<td>80%</td>
<td>60%</td>
<td>70%</td>
<td>100%</td>
<td>80%</td>
</tr>
</tbody>
</table>

Analysis of Results: A comparison of the goal to the assessment results indicates that at the program level, student performance is acceptable for written, interpersonal/team, and critical thinking skills. Lowest performance areas include analytic and oral presentation/communication skills.
Recommendations:
The graduate committee recognizes that these assessment results measured team rather than individual student performance and that more refined assessment is needed. The committee will take the following steps to refine the process:

1. Continue to assess BAS90 work to ensure that selected learning goals are achieved upon completion of the program. Immediate efforts will be made to assess presentation/oral communication and interpersonal/team skills using student artifacts from the course that were collected in Summer 2008. Committee plans to also assess these outcomes in Fall 2008 and will consider the viability of assessing critical thinking and analytical skills reflected in student projects.
2. Committee will use existing written skills rubrics to assess student work collected in Spring 2008 from two MBA courses.
3. To address deficiencies identified in the first round of assessment, the committee will identify courses to increase student exposure to oral presentation and analytical skills. The committee will work with MBA faculty involved in the development of these areas to design rubrics and assignments.
4. The committee will design a plan to assess analytical and critical thinking skills, legal issues and ethics. Assessment of these outcomes is planned for Spring 2009.

The committee will also communicate the results of the assessment efforts in this report and our recommendations above to graduate faculty involved in the MBA program. The committee plans to formally meet with the MBA faculty to present results of the assessment process and to ask for MBA faculty assistance in identifying curriculum changes to strengthen analytic and critical thinking skills, as well as identifying courses to develop and assess business ethics.