



Public Disclosure of Student Learning

Institution University of the Cumberland

Academic Business Unit Hutton School of Business

Academic Year 2016-2017

Report of Student Learning and Achievement
University of the Cumberland
Hutton School of Business

For Academic Year: 2016-2017

Mission of the Hutton School of Business

Mission Statement

The mission of the Hutton School of Business is to foster academic excellence and student achievement at both the undergraduate and graduate levels. Students are provided with a strong academic foundation in business, and are prepared to become productive, competent, and ethical professionals. The Hutton School of Business provides a learning environment that is characterized by student-oriented instructional methodologies and the development of leadership and life-long learning skills in its students.

Student Learning Assessment for the Master of Business Administration

Program Intended Student Learning Outcomes (Program ISLOs)

1. *Students will be able to demonstrate well-developed case study problem-solving skills.*
2. *Students will be able to identify the major theories and concepts in the areas of accounting, finance, management, and marketing.*
3. *Students will be able to apply their findings from the major theories and concepts in the areas of accounting, finance, management, and marketing to organizational decision making.*
4. *Students will be able to analyze the opportunities and challenges of global business issues.*
5. *Students will be able to apply standards of ethical behavior in business to managerial decision making.*
6. *Students will be able to apply appropriate technological and quantitative methods and tools to the solution of practical management problems.*
7. *Students will be able to advanced professional business communication skills.*
8. *Students will be able to demonstrate well-developed organizational, leadership, and teamwork skills.*
9. *Students will be able to integrate theory and practical application across business functional areas for the purpose of strategic analysis, planning, implementation, and control.*

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>End-of-Program Comprehensive Exam</i> General Program ISLOs Assessed by this Measure: 2, 3, 9</p>	<p><i>The departmental mean score of all graduating MBA students on the ETS Major Field Test for MBA will be within one-half standard deviation of the national institutional mean score, or higher.</i></p> <p><i>The departmental mean score of all graduating MBA students on the ETS Major Field Test for MBA Assessment Indicators (accounting, finance, management, marketing, and strategic integration) will be within one-half standard deviation of the national institutional mean score, or higher.</i></p>
<p>3. <i>Comprehensive Capstone Course Project</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9</p>	<p><i>On the rating scale in the case study evaluation rubric (with “Accomplished” being the highest rating), at least 80% of all MBA students will achieve a performance rating of “Competent” or higher on each evaluation criteria associated with the core ISLOs assessed by this measure.</i></p>

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Graduate Student Survey</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8,</p>	<p><i>On the exit survey instrument, at least 75% of all graduating MBA students will indicate that they “Agree” or “Strongly Agree” with each of the core ISLOs assessed by this measure.</i></p>
<p>2. <i>Graduate Alumni Survey</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9</p>	<p><i>On the alumni survey instrument, at least 75% of all third-year MBA alumni will indicate that their level of achievement of each of the core ISLOs provided a “Significant” or “Very Significant” contribution to their current positions.</i></p>

Assessment Results: *Master of Business Administration*

Summary of Results from Implementing Direct Measures of Student Learning:

1. *End-of-Program Comprehensive Exam*

The institutional mean on the ETS® Major Field Test for MBA was 248.1. An average score for all MBA students (n=66) was 248.98.

The following table identifies assessment indicator data for MBA students from 2015-2017.

Assessment Indicator	Mean Percent Correct 2016-2017	Mean Percent Correct 2015-2016	National Mean 2015-2016	Variance from National Mean 2016-2017	Variance from National Mean 2015-2016
Marketing	61.04	62.41	57.4	3.64	5.01
Management	60.07	63.70	58.5	1.57	5.20
Finance	40.48	44.02	43.9	-3.42	0.12
Accounting	47.09	47.18	46.5	0.59	0.68

2. *Comprehensive Capstone Course Project*

In the capstone course, students performed at the Accomplished or Competent level on all the evaluation criteria. The average rubric score was 3.36 (n=62).

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Graduate Student Survey*

The results of the survey revealed that over 75% of upcoming graduates Agreed or Strongly Agreed with all of the statements assessing their abilities to meet core competencies.

2. *Alumni Survey*

The results of the survey revealed that over 75% of MBA alumni Agreed or Strongly Agreed with all of the statements assessing the degree to which their level of achievement of each of the core ISLOs contributed to their current positions.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Students will be able to demonstrate well-developed case study problem-solving skills.</i>	Met	Met			Met	Met		
2. <i>Students will be able to identify the major theories and concepts in the areas of accounting, finance, management, and marketing.</i>	Met	Met			Met	Met		
3. <i>Students will be able to apply their findings from the major theories and concepts in the areas of accounting, finance, management, and marketing to organizational decision making.</i>	Met	Met			Met	Met		
4. <i>Students will be able to analyze the opportunities and challenges of global business issues.</i>	Met	Met			Met	Met		
5. <i>Students will be able to apply standards of ethical behavior in business to managerial decision making.</i>	Met	Met			Met	Met		
6. <i>Students will be able to apply appropriate technological and quantitative methods and tools to the solution of practical management problems.</i>	Met	Met			Met	Met		

7. <i>Students will be able to advanced professional business communication skills.</i>	Met	Met			Met	Met		
8. <i>Students will be able to demonstrate well-developed organizational, leadership, and teamwork skills.</i>	Met	Met			Met	Met		
9. <i>Students will be able to integrate theory and practical application across business functional areas for the purpose of strategic analysis, planning, implementation, and control.</i>	Met	Met			Met	Met		

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

1. *Program ISLOs 2, 3, 9:* The case assignment will be amended to allow for better measurement of all Core ISLOs in the upcoming academic year.
2. *Program ISLOs 1-9:* Administer graduate student surveys and alumni surveys using instruments that will more clearly assess the Core ISLOs.