

**Assessment Plan
MBA for Executives**

**College of Business Administration
San Diego State University**

2008

I. General Goals and Learning Outcomes for the Master of Business Administration for Executives

Goal 1: Develop a solid foundation in theoretical concepts and managerial skills needed to lead business organizations.

Learning Outcomes:

1. Apply theoretical concepts in accounting, statistics, organizational behavior, finance, economics, marketing, and operations to make business decisions.
2. Employ methods of accounting, statistical data analysis, organizational behavior, finance, economics, marketing, and operations to support business decision making

Goal 2: Develop an awareness of the domestic and global economic, legal, ethical, and technological environment in which managers make and implement decisions.

Learning Outcomes:

1. Identify and critically analyze salient legal and moral business issues.
2. Evaluate the impact that changes in the domestic and global economic environment have on the business climate.
3. Analyze the impact that technological and product innovations have on the competitiveness of firms.

Goal 3. Enhance skills needed to lead business organizations

Learning Outcomes:

1. Negotiate and collaborate with others in situations with differing interests and objectives;
2. Lead a multidisciplinary team

Goal 4: Acquire the capacity to formulate and communicate strategies to solve business problems and pursue opportunities.

Learning Outcomes:

1. Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.
2. Formulate strategies to solve business problems and pursue opportunities and communicate these strategies in a clear and concise manner.

II. Assessment Methods

The assessment plan for the MBA for Executives is outlined in Exhibit 1. For each learning outcome, a direct assessment instrument is listed. Exhibit 2 shows the classes in the curriculum which contain activities that contribute to the achievement of the program learning outcomes.

Exit Survey

All students will be asked to complete exit surveys at the end of the program. Among other questions, students will be asked to assess their personal achievement of the program learning outcomes. This indirect evidence of learning will complement the direct evidence described above.

III. Responsibility

The Executive and Specialized Programs Committee (ESPO), a standing committee in the College of Business Administration, is directly responsible for the curriculum and assessment of learning for this program. This committee, in consultation with the College of Business Administration Assessment Committee, will prepare the annual assessment report required by university policy. Since the ESPO is also responsible for curriculum, conclusions reached in the assessment of learning can to be incorporated into the curriculum or operations of the program by this committee.

IV. Timeline

The program learning outcomes will be assessed according to the following schedule:

GOAL	ASSESSMENT DATE and COURSE
#4.1	April 2008- BA 790
#4.2	April 2008- BA 790
#2.3	April 2008- BA 790
#3.1	November 2008 – BA 707
#3.2	October 2008 – BA 710
#1.1	April 2009 – BA 703
#1.2	April 2009 – BA 703
#2.1	February 2009 – BA 711 B
#2.2	July 2009 - BA 709

**Exhibit 1. Goals and Student Learning Outcomes:
EMBA
Assessment Plan**

Direct assessment methods	
Goal 1: Develop the solid foundation in theoretical concepts and managerial skills needed to perform effectively in business organizations.	
Learning Outcomes: 1. Apply theoretical concepts in accounting, statistics, organizational behavior, finance, economics, marketing, and operations to make business decisions. 2. Employ methods of accounting, statistical data analysis, organizational behavior, finance, economics, marketing, and operations to support business decision making	Case Study – BA 703 Case Study – BA 703
Goal 2: Develop an awareness of the domestic and global economic, legal, ethical, and technological environment in which managers make and implement decisions.	
Learning Outcomes: 1. Identify and critically analyze salient legal and moral business issues. 2. Evaluate the impact that changes in the domestic and global economic environment have on the business climate. 3. Analyze the impact that technological and product innovations have on the competitiveness of firms.	Exam Questions - BA 711B Final Exam – BA 709 Simulation Exercise - BA 790
Goal 3. Enhance skills needed to lead business organizations	
Learning Outcomes: 1. Negotiate and collaborate with others in situations with differing interests and objectives; 2. Lead a multidisciplinary product development team	Paper – BA 707 Strategic Plan – BA 710
Goal 4: Acquire the capacity to formulate and communicate strategies to solve business problems and pursue opportunities.	
Learning Outcomes: 1. Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines. 2. Formulate strategies to solve business problems and pursue opportunities and communicate these strategies in a clear and concise manner.	Simulation Exercise - BA 790 Simulation Exercise - BA 790

**Goals and Student Learning Outcomes: EMBA
Program SLOs Mapped to Courses SLOs - continued**

	BA 601	BA 602	BA 603	BA 604	BA 605	BA 615	BA 616	BA 700	BA 701	BA 702	BA 703	BA 705	BA 707	BA 709	BA 710	BA 711	BA 790
Goal 3. Enhance leadership skills																	
Learning Outcomes:																	
1. Negotiate and collaborate with others in situations with differing interests and objectives;													x				
2. Lead a multidisciplinary team	x								x						x	x	
Goal 4: Acquire the capacity to formulate and communicate strategies to solve business problems and pursue opportunities.																	
Learning Outcomes:																	
1. Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.									x								x
2. Formulate strategies to solve business problems and pursue opportunities and communicate these strategies in a clear and concise manner.									x		x						x