

**MBA  
ASSESSMENT PLAN**

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

**MBA ASSESSMENT PLAN**

**Mission Statement**

The mission of the MBA degree program at SDSU is to provide innovative programs for graduate business students that offer opportunities to develop managerial skills through applied learning, research, and collaboration with alumni and the local business community. The MBA program reflects the international and entrepreneurial character of our region, offers a high level of customization, and provides opportunities for students and faculty to integrate their academic work with experience in the San Diego community.

**Goals & Student Learning Outcomes**

**I. Develop the solid foundation in theoretical concepts and managerial skills needed to lead business organizations.**

**Student Learning Outcomes:**

**SLO #1.1:** Apply concepts and decision models in financial accounting, statistics, organizational behavior, finance, economics, marketing, and operations management to make business decisions.

• **Content Delivered in:**

BA 650 – Financial Reporting and Analysis I

BA 651 – Organizational Behavior

BA 652 – Statistical Analysis

BA 653 – Managerial Economics

BA 655 – Marketing

BA 662 – Operations Management

BA 665 – Financial Management I

Electives

- **Assessment Method:** Comprehensive exam administered in BA 795, Student Surveys

**II. Develop an awareness of the legal, ethical, and technological environment in which managers make and implement decisions.**

**Student Learning Outcomes:**

**SLO #2.1:** Identify and critically analyze salient legal and ethical responsibilities of business issues.

- **Content Delivered in:**  
ACCTG 681 – Seminar in Regulatory and Mgt Controls  
FIN 604 – Legal Environment for Executives  
IDS 755 – Information Systems Security Management  
MGT 722 – Seminar in Business Ethics & Social Institutions  
MGT 746 – Seminar in Corporate Governance  
Electives
- **Assessment Method:** Comprehensive exam administered in BA 795, Student Surveys

**SLO #2.2:** Analyze the impact that information technologies have on the functional areas of organizations.

- **Content Delivered in:**  
IDS 688 – Information Systems in Organizations  
IDS 691 – Decision Support Systems
- **Assessment Method:** Comprehensive exam administered in BA 795, Student Surveys

### **III. Develop an awareness of economic and cultural environments in which managers make and implement decisions.**

**SLO #3.1:** Evaluate the impact that changes in the domestic and global economic environment have on the business climate.

- **Content Delivered in:**  
Core and Elective courses
- **Assessment Method:** Comprehensive exam administered in BA 795, Student Surveys

**SLO #3.2:** Identify similarities and differences among cultural environments that impact organizational activities.

- **Content Delivered in:**  
Core and Elective courses
- **Assessment Method:** Comprehensive exam administered in BA 795, Student Surveys

### **IV. Acquire the capacity to formulate and communicate strategies to solve business problems and pursue opportunities.**

#### **Student Learning Outcomes:**

**SLO #4.1:** Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.

- **Content Delivered in:**  
Elective courses
- **Assessment Method:**

Evaluation of cases completed in a sample of strategy courses.

**SLO #4.2:** Formulate strategies to solve business problems and pursue opportunities.

- **Content Delivered in:**  
Core and elective courses
- **Assessment Method:**  
Evaluation of cases completed in a sample of strategy courses

**SLO #4.3:** Make professional oral presentations.

- **Content Delivered in:**  
Core and elective courses
- **Assessment Method:**  
Evaluation of student presentations in BA 795

**SLO #4.4:** Write clear and effective formal reports.

- **Content Delivered in:**  
Undergraduate degree program, Core, theme, and elective courses
- **Assessment Method:**  
Writing component of GMAT, Evaluation of project in BA 795

### Responsibility

The Graduate Committee, 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 Graduate Committee 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.

### Assessment Timeline

Timeline represents a three year cycle.

GOAL	SLO	1 <sup>st</sup> Cycle	2 <sup>nd</sup> Cycle
I	1.1	2005- 2006	2009-2010
II	2.1, 2.2	2007-2008	2010-2011
III	3.1, 3.2	2007-2008 (3.1 only; 3.2 added)	2011-2012
IV	4.1, 4.2, 4.3, 4.4	2006-2007 (4.1 & 4.2 only; 4.3 & 4.4 added)	4.3: 2009-2010 4.4: 2010-2011 4.1 & 4.2: 2011-2012

## MBA Curriculum Map

<b>SLO:</b> _____	1.1 Apply concepts and decision models	2.1 Legal and ethical responsibilities of business	2.2 Information technologies	3.1 Domestic and global economic environment	3.2 Cultural environments	4.1 Analyze a business problem	4.2 Formulate strategies	4.3 Oral presentations	4.4 Formal reports
<b>BA 650</b>	<b>D</b>	<b>I</b>							<b>I</b>
<b>BA 651</b>	<b>D</b>			<b>I</b>			<b>I</b>	<b>I</b>	<b>I</b>
<b>BA 652</b>	<b>D</b>	<b>I</b>				<b>I</b>	<b>I</b>		
<b>BA653</b>	<b>D</b>	<b>I</b>		<b>I</b>			<b>I</b>		<b>I</b>
<b>BA 655</b>	<b>D</b>	<b>I</b>		<b>I</b>	<b>I</b>	<b>I</b>		<b>I</b>	
<b>BA 662</b>	<b>D</b>		<b>I</b>	<b>I</b>		<b>I</b>	<b>I</b>		
<b>BA 665</b>	<b>D</b>	<b>I</b>		<b>I</b>		<b>I</b>			
<b>Corporate Responsibilities theme</b>	<b>D</b>	<b>D, M</b>							<b>D</b>
<b>Mgmt of Technology theme</b>	<b>D</b>		<b>D, M</b>						<b>D</b>
<b>Electives</b>	<b>M</b>			<b>D</b>	<b>D, M</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>D</b>
<b>BA 795</b>	<b>M</b>			<b>M</b>		<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>

I = Introduce, D = Develop, M = Master