

Assessment Plan

MBA program in Global Management
Nathan Weiss Graduate College
Kean University

Mission:

The MBA in Global Management Program at Kean University is aligned with the University Mission that prepares students to think critically, creatively and globally, and adapt to the changing social, economic, and technological environments particularly relate to global business.

Our mission is to develop proactive and innovative global business leaders with a broad-based knowledge of multiple dimensions of global business operations. Students are prepared for higher levels of achievement in their careers, as well as ready for the challenges of communicating and operating in a globalized diverse business world. We achieve our mission by equipping our students with effective decision-making techniques in a global management environment. We further emphasize the importance of a continuously developing global mindset and managing cross cultures ethically.

Assessment Process:

GMBA students have six core courses to take as part of the requirements for the major. These 6 core courses provide a sound backbone of the discipline with regard to the research and theoretical aspects of Global Management as well as the various areas of study within these fields. As such, these core courses are the primary vehicle for assessing the knowledge of our students. Beyond the core courses, students take at least 8 other Global Management/Business courses, and it is likely that no two (or very few) majors take the exact same grouping of courses. Therefore, the faculty has agreed to center our assessment on the core knowledge of Global Management.

Each core course has assessment tools such as exams, research and reflective writing assignments, portfolio work, group work products, etc., as part of the evaluation process and the GMBA program has used results of assessment for making improvements to program practices aimed at increasing student learning. Direct measures are identified in the following section for each program SLO.

The culminating assessment done in the Capstone Course (GMBA 5900- Global Business Simulation), is also a direct measure for assessing attainment of our program Student Learning Outcomes. Beginning Fall 2012, assessment will also be done in an earlier course (GMBA 5075 International Management) in the program. In these courses, assessment data is collected from an assignment that requires students to provide the evidence of meeting program goals. Each semester, composite data from scored student assignments is collected and analyzed to address areas of program strengths and weaknesses and to inform our decisions ultimately resulting in program improvements. In addition, a systematic process for gathering data utilizing an indirect measure, the Graduating Student Survey, was established. Data from the student survey also helps inform our decisions regarding program improvement to increase student learning.

Student Learning Outcomes (SLOs):

Students who graduate with an MBA in Global Management should be able to:

SLO1: Demonstrate a broad-based knowledge and critical appreciation of the economic, cultural, ethical, and legal dimensions of global business operations. (KU 1, 3)

Direct Measure #1: Term project
(Beginning Fall 2012)

Direct Measure #2: Overall company performance in global business simulation competition

Direct Measure #3: Content Testing

Indirect Measure: Graduating Student Survey

SLO2: Make effective decision-making by utilizing quantitative techniques and research methods relevant to global management environment. (KU 1, 4)

Direct Measure #1: Business strategic plan

Direct Measure #2: Business decision making report

Indirect Measure: Graduating Student Survey

SLO3: Demonstrate a global mindset by understanding the global business community and by adopting conceptual tools to manage across cultures ethically. (KU1, 2, 4)

Direct Measure #1: Term Project
(Beginning Fall 2012)

Direct Measure #2: Group Case Analysis
(Beginning Fall 2012)

Direct Measure #3: Overall company performance in global business simulation competition

Direct Measure #4: Making into the list of “Most Outstanding Corporate Citizens” in global business simulation competition

Indirect Measure: Graduating Student Survey

SLO4: Communicate in a global environment with various constituencies across different business functions and cultures. (KU 1, 3)

Direct Measure#1: Management skills

Direct Measure #2: Presentation

Indirect Measure: Graduating Student Survey