

## Academic Assessment Report - AY 2012-2013

**College: Nathan Weiss Graduate College**  
**School/Department: Graduate Management Studies**  
**Name of Program: Global MBA**

**Program SLOs:**

- SLO#1:** Demonstrate a broad-based knowledge and critical appreciation of the economic, cultural, ethical, and legal dimensions of global business operations. (KU 1, 3)
- SLO#2:** Make effective decision-making by utilizing quantitative techniques and research methods from the traditional business disciplines that are relevant to global management environment. (KU 1, 4)
- SLO#3:** Demonstrate a global mindset by understanding the global business environment including social, economic, and technological aspects and by adopting conceptual tools to manage across cultures ethically. (KU1, 2, 4)
- SLO#4:** Participate in and contribute to the local and global communities with various constituencies across different business functions and cultures. (KU 1, 3)

Program Level Student Learning Outcomes <i>(Add rows for additional SLOs)</i>	Assessment Measure(s) <i>(Add rows if necessary)</i>	Assessment Criteria <i>(Describe how data is collected--rubric, survey, etc.)</i>	Results of Assessment <i>(Specific to Data Collected)</i>	Action Taken <i>(Closing the Loop: New action or follow up from last Assessment Report)</i>
<b>SLO #1</b>	<p><b>Direct Measure #1</b> Term project</p> <p>Term project including recommendations for an actual company's overall entry strategy into a foreign market by evaluating the effects of economic, cultural, and legal dimensions of the targeted country.</p> <p><b>Direct Measure #2:</b> Overall company performance in global business simulation competition.</p> <p>Global business</p>	<p>GMBA 5075 International Management</p> <p>Scored with faculty developed rubrics.</p> <p>GMBA 5900 Global Business Simulation</p> <p>Overall company performance in business simulation competition scored</p>	<p>Scale 1-5, Unacceptable to Excellent.</p> <ul style="list-style-type: none"> <li>• 32% exceeded the expectations; 45% meet the expectations; 23% did not meet.</li> <li>• 62% exceeded the Expectation; 15% met the expectation; 23% did not meet.</li> </ul>	<ul style="list-style-type: none"> <li>• Allocate 2 weeks (as compare to One week) discussions to ethical Issues and add a short case analysis on the subject.</li> <li>• Provide a comprehensive review and in-depth explanation of global business operations.</li> <li>• Continue adding extra sessions on crafting and executing business strategy in a competing industry environment.</li> </ul>

	<p>simulation is an engaging program designed to allow class members run a company against companies managed by others to develop and demonstrate their solid decision making skills in various functional areas when managing a global company.</p> <p><b>Direct Measure #3:</b> Content Testing</p> <p>Evaluate students' knowledge and ability of analyzing internal and external business factors.</p> <p>Evaluate students' knowledge in global business operations from a strategic management perspective</p>	<p>with faculty developed rubrics.</p> <p>GMBA 5900 Global Business Simulation</p> <p>Scored with faculty developed rubrics.</p> <p>GMBA 5075 International Management</p> <p>Scored with faculty developed rubrics.</p>	<ul style="list-style-type: none"> <li>69% exceeded the expectation; 16% met the expectation; 15% did not meet.</li> <li>50% exceeded the expectation; 27% met the expectation; 23% did not meet.</li> </ul>	<ul style="list-style-type: none"> <li>Two library instruction sessions will be scheduled to discuss the most appreciated data and data sources.</li> <li>Design a more challenging test including a short case analysis.</li> <li>Provide some practical projects and data from industry to enhance the students' capabilities to solve real-world problems.</li> </ul>
	<p><b>Indirect Measure:</b> Feedback from Graduating Students</p>	<p>Survey 6 students participated in last two years</p>	<p>6 (100%) respondents agree or strongly agree.</p>	<p>To increase the reliability of the results, we need to improve the response rate.</p>
<p><b>SLO #2</b></p>	<p><b>Direct Measure #1:</b> Business strategic plan</p> <p>A 3 year strategic business plan is a process of determining a</p>	<p>GMBA 5900 Global Business Simulation</p> <p>A 3-year strategic plan scored with faculty developed rubrics.</p>	<p>Scale 1-5, Unacceptable to Excellent.</p> <ul style="list-style-type: none"> <li>46% exceeded the expectation; 23% met the expectation; 31%</li> </ul>	<ul style="list-style-type: none"> <li>Share a sample strategic plan with the students and review stages of strategic business plan.</li> </ul>

	<p>company's overall purpose, direction, and objectives.</p> <p><b>Direct Measure #2:</b> Business decision making report</p> <p>Decisions in primary business functions, applying all necessary quantitative and qualitative analytical techniques and presenting the rationales for decisions.</p>	<p>Business decision report scored with faculty developed rubrics.</p>	<p>did not meet.</p> <ul style="list-style-type: none"> <li>77% exceeded the expectation; 15% met the expectation; 8% did not meet.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to emphasize the importance of strategic planning in functional areas such as Strategic Management, Marketing Management, and International Management.</li> </ul>
	<p><b>Indirect Measure:</b> Feedback from Graduating Students</p>	<p>Survey 6 students participated in last two years</p>	<p>6 (100%) respondents agree or strongly agree.</p>	<p>To increase the reliability of the results, we need to improve the response rate.</p>
<p><b>SLO #3</b></p>	<p><b>Direct Measure #1</b> Term Project</p> <p>Term project presents a specific entry mode strategy of an actual company and covers adopted conceptual tools to manage across cultures ethically.</p>	<p>GMBA 5075 International Management</p> <p>Scored with faculty developed rubrics.</p>	<ul style="list-style-type: none"> <li>60% exceeded the expectation; 27% met the expectation; 13% did not meet.</li> </ul>	<ul style="list-style-type: none"> <li>Allocate 2 weeks (as compare to One week) discussions to ethical issues and add a short case analysis on the subject.</li> <li>Provide more real-life cases for the students to gain in-depth understanding and know-how at the higher level of learning such as application or synthesis.</li> </ul>
	<p><b>Direct Measure #2</b> Group Case Analysis</p> <p>Written and oral presentation</p>	<p>GMBA 5075 International Management</p> <p>Scored with faculty developed rubrics.</p>	<ul style="list-style-type: none"> <li>32% exceeded the expectation; 27% met the expectation; 41% did not meet.</li> </ul>	<ul style="list-style-type: none"> <li>Require from all students to take sessions offered by Communication Department to assist in public speaking.</li> <li>Require students to learn and</li> </ul>

	<p><b>Direct Measure #3:</b> Overall company performance in global business simulation competition.</p> <p>Global business simulation is an engaging program designed to allow class members run a company against companies managed by others to develop and demonstrate their solid decision making skills in various functional areas when managing a global company.</p> <p><b>Direct Measure #4:</b> Making into the list of “Most Outstanding Corporate Citizens” in global business simulation competition.</p> <p>Global business competition awards are presented annually to the company in each industry that spends the highest percentage of revenues for corporate social responsibility and citizenship initiatives, <a href="http://www.glo-bus.com">www.glo-bus.com</a>).</p>	<p>GMBA 5900 Global Business Simulation</p> <ul style="list-style-type: none"> <li>Overall company performance in business simulation competition scored with faculty developed rubrics.</li> <li>World list for “Most Outstanding Corporate Citizens” (<a href="http://www.glo-bus.com">www.glo-bus.com</a>)</li> </ul>	<ul style="list-style-type: none"> <li>62% exceeded the expectation; 15% met the expectation; 23% did not meet.</li> <li>4 out of the 9 teams in the class made into the list of “Most Outstanding Corporate Citizens” presented by the World Council for Exemplary Corporate Citizenship for the simulation competition.</li> </ul>	<p>prepare their presentations with Prezi (rather than PowerPoint).</p> <ul style="list-style-type: none"> <li>Continue adding extra sessions on crafting and executing business strategy in a competing industry environment.</li> <li>Additional readings will be required on the importance of corporate social responsibility.</li> </ul>
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	<b>Indirect Measure:</b> Feedback from Graduating Students	Survey 6 students participated in last two years	6 (100%) respondents agree or strongly agree.	To increase the reliability of the results, we need to improve the response rate.
<b>SLO #4</b>	<b>Direct Measure #1:</b> Management skills  Individual's leadership and independent thinking skills	GMBA 5900 Global Business Simulation  <ul style="list-style-type: none"> <li>Peer evaluations and the ranking for leadership skills from the Learning Assurance Report generated by Global Business Simulation.</li> </ul>	Scale, 1-5 Unacceptable to Excellent.  <ul style="list-style-type: none"> <li>Management skills: 62% exceeded the expectation; 31% met the expectation; 8% did not meet.</li> </ul>	<ul style="list-style-type: none"> <li>Encourage students to attend seminars on leadership and team work provided by the university.</li> </ul>
	<b>Direct Measure #2:</b> Presentation  End of simulation presentation	<ul style="list-style-type: none"> <li>Scored with faculty developed rubrics.</li> </ul>	<ul style="list-style-type: none"> <li>Presentation: 38% exceeded the expectation; 46% met the expectation; 15% did not meet.</li> </ul>	<ul style="list-style-type: none"> <li>Require from all students to take sessions offered by Communication Department to assist in public speaking.</li> <li>Require students to learn and prepare their presentations with Prezi (rather than PowerPoint).</li> </ul>
	<b>Indirect Measure:</b> Feedback from Graduating Students	Survey 6 students participated in last two years	6 (100%) respondents agree or strongly agree.	To increase the reliability of the results, we need to improve the response rate.