Oral Roberts University Fenimore Fisher Graduate School of Business

MBA-L Program Assessment Outcome Report

2018-2021

COB Shared Outcome #1 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate business knowledge and application.	Apply business theories and demonstrate in-depth comprehensive understanding of business knowledge and theory across the four major business disciplines of Accounting, Finance, Management, and Marketing.	Demonstrate the foundational strategic integration of accounting, finance, management, and marketing within the framework of problem identification, strategy, and decision making to develop corrective-action techniques (LMBA 565).	Completion of the Peregrine Test (LMBA 565).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

No data was available for these assessment periods due to the current plans of working with Peregrine to tailor the exam to a leadership focus. Once the exam is finalized it will be issued to students.

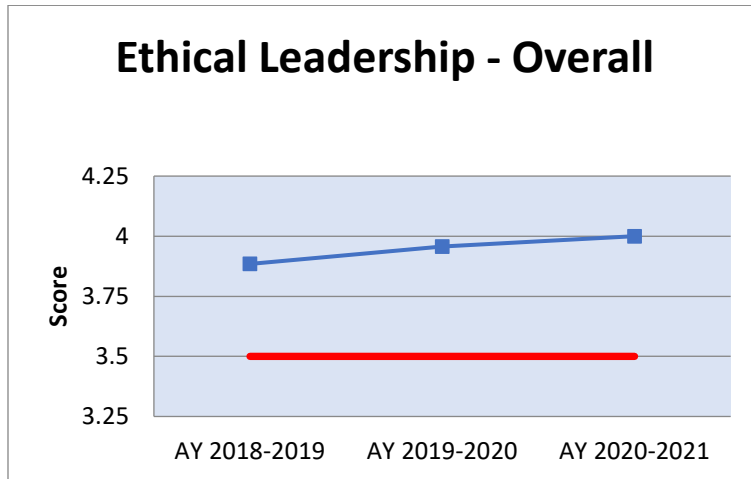**Analysis - Conclusions Drawn from the Data:**

Actions Taken:

[2020-2021]: Discussions regarding implementation of the Peregrine exam have begun. The inclusion of the leadership focus to the traditional MBA exam is being pursued.

COB Shared Outcome #2

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate ethical leadership.	Apply and demonstrate ethical reasoning for leaders on business topics or social issues in a business context.	Demonstrate ethical conclusions and defend findings through comprehensive research, analysis, and a summarization of the studied results (GBUS 572).	Completion of ethical leadership final research project (GBUS 572).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	Score
AY 2018-2019	3.885
AY 2019-2020	3.957
AY 2020-2021	4.000

Ethical Leadership - Overall

Analysis - Conclusions Drawn from the Data:

 [2018-2019]: Mean goal was met.

[2019-2020]: Mean goal was met.

[2020-2021]: Mean goal was met.

Actions Taken:

[2018-2019]: No actions were taken since goal was met.

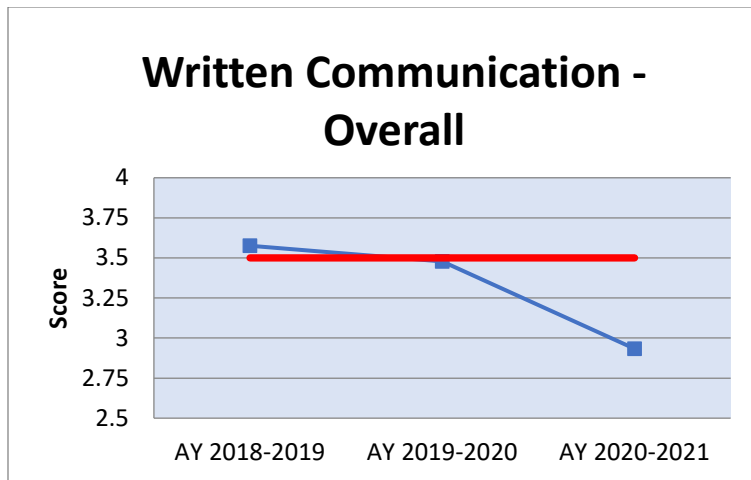[2019-2020]: No actions were taken since goal was met.

[2020-2021]: No actions were taken since goal was met.

COB Shared Outcome #3 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective written communication skills.	Apply and demonstrate the effective utilization of written communication skills within a contemporary business context.	Demonstrate written communication competencies through integrated business strategy formulation and detailed application of an organization's strategic direction (LMBA 565).	Completion of a written strategic plan for an organization (LMBA 565).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	Score
AY 2018-2019	3.576
AY 2019-2020	3.478
AY 2020-2021	2.933

Analysis - Conclusions Drawn from the Data:

[2018-2019]: Mean goal was met.

[2019-2020]: Mean goal was met.

[2020-2021]: Mean goal was not met. Further analysis needed to determine cause. Could this be environmental challenges dealing with COVID, change in professor, or is it a course content issue? Student enrollment/demographics should be explored first.

Actions Taken:

[2018-2019]: No actions were taken since goal was met.
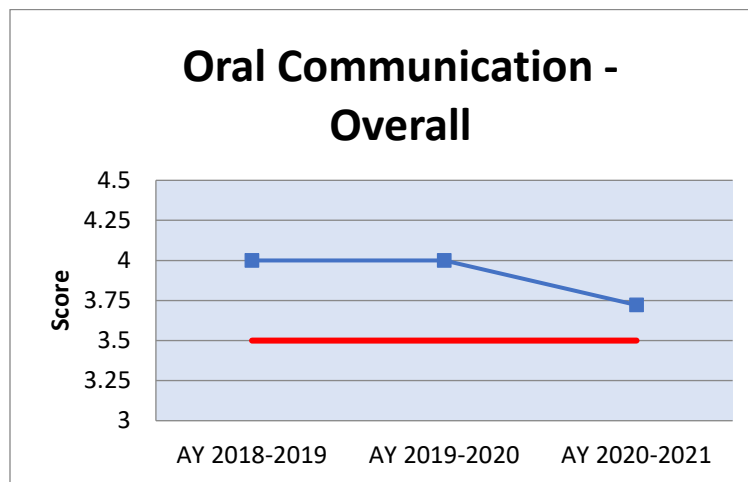
[2019-2020]: No actions were taken since goal was met.

[2020-2021]: Further analysis is required to understand influencing factors for the change.

COB Shared Outcome #4 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective oral communication skills.	Apply and demonstrate the effective utilization of verbal communication skills incorporating appropriate presentation technology within a contemporary business context.	Demonstrate thorough research, analysis, and conclusions of ethical leadership findings on a chosen topic related to the course and present an oral defense of potential decisions (GBUS 572)	Completion of ethical leadership oral communication presentation (GBUS 572).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	Score
AY 2018-2019	4.000
AY 2019-2020	4.000
AY 2020-2021	3.722

Oral Communication - Overall

Analysis - Conclusions Drawn from the Data:

[2018-2019]: Mean goal was met.

[2019-2020]: Mean goal was met.

[2020-2021]: Mean goal was met. Since there is a downward trend, further analysis should be considered while researching written communication.

Actions Taken:

[2018-2019]: No actions were taken since goal was met.

[2019-2020]: No actions were taken since goal was met.

[2020-2021]: No actions were taken since goal was met.

COB Shared Outcome #5 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate global perspectives.	Apply and demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment.	Demonstrate and utilize organizational characteristics such as formalization, specialization, and centralization to decide how to structure a new organization in a foreign and competitive marketplace (LMBA 551).	Completion of global management perspectives foreign market report (LMBA 551).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	Score
AY 2018-2019	3.431
AY 2019-2020	3.028
AY 2020-2021	3.333

Global Perspectives - Overall
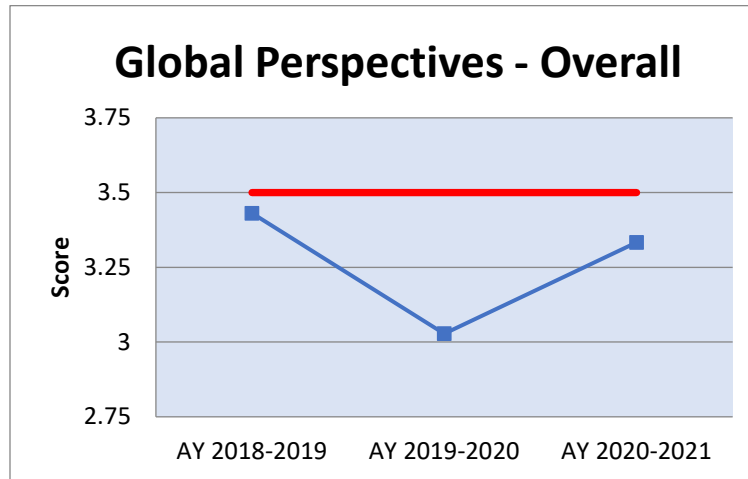
Analysis - Conclusions Drawn from the Data:

[2018-2019]: Mean goal was not met. Wait for additional data points to determine trend.

[2019-2020]: Mean goal was not met. Wait for additional data points to determine trend.

[2020-2021]: Mean goal was not met but there is now an upward trend evident. Suggest reviewing course content, assignments and rubric.

Actions Taken:

[2018-2019]: No actions were given.
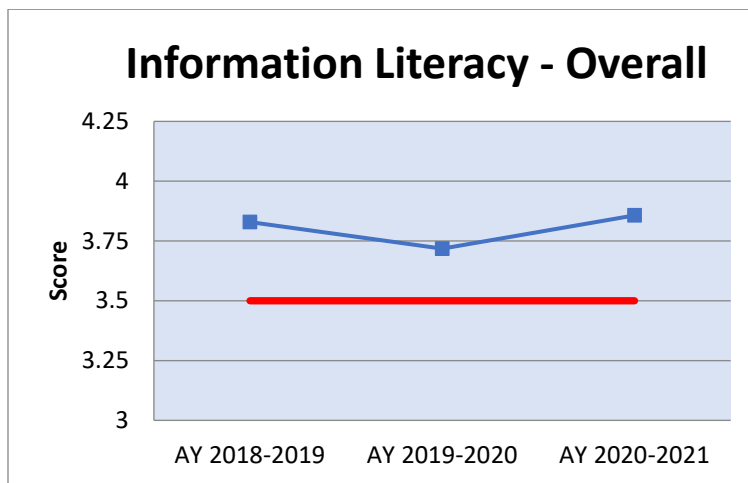
[2019-2020]: No actions were given.

[2020-2021]: Plans to review course content, assignments, and rubric.

COB Shared Outcome #6 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate information literacy.	Apply and demonstrate an appropriate ability to ethically access, evaluate, and utilize business information as a business leader in a business environment.	Demonstrate an ability to access information resources vital to sound business decision-making through ethical identification and evaluation of the resources to communicate competitive intelligence research findings (GBUS 574).	Completion of competitive business intelligence final project (GBUS 574).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	Score
AY 2018-2019	3.829
AY 2019-2020	3.718
AY 2020-2021	3.857

Analysis - Conclusions Drawn from the Data:

[2018-2019]: Mean goal was met.

[2019-2020]: Mean goal was met.

[2020-2021]: Mean goal was met.

Actions Taken:

[2018-2019]: No actions were taken since goal was met.

[2019-2020]: No actions were taken since goal was met.

[2020-2021]: No actions were taken since goal was met.