

Master of Business Administration

Program Educational Objectives

As an Excelsior College Master's level business graduate, within a few years of graduation, you are expected to:

1. Apply general and discipline-specific concepts and methodologies to identify, analyze and solve business problems.
2. Demonstrate an individual desire and commitment to remain current with and adaptive to changing business conditions through continuous learning and self-improvement.
3. Demonstrate independent thinking, function effectively in team-oriented settings, and maintain a high level of performance in a professional business environment.
4. Communicate effectively in a professional business environment.
5. Perform ethically and professionally in business and society.
6. Attain increasing levels of responsibility and leadership in one's chosen career field.

Program / Student Learning Outcomes: What Will I Learn?

Select an outcome statement to see the related measures and results.

Graduates of the Master of Business Administration will be able to:

1. [Analyze real-world business problems and generate recommendations for action.](#)
2. [Integrate accounting, marketing, finance, management, and economics into a strategic business analysis.](#)
3. [Assess the impact of the global business environment on business situations.](#)
4. [Apply quantitative methods to analysis of business situations.](#)
5. [Perform ethically and professionally in business and society.](#)
6. [Communicate effectively to relevant audiences orally and in written materials.](#)
7. [Collaborate in teams to produce required deliverables.](#)
8. [Apply project management skills to business situations.](#)
9. [Assess the ethical implications of actions for diverse stakeholders.](#)

Assessment Methodology
Metrics, Assessments, and Levels of Achievement

The table below provides a brief overview of the measures selected to assess program outcomes for the Masters in Business Administration program. Assessment of program/student outcomes includes both direct and indirect measures. Benchmarks have been established to differentiate between three levels of program outcome achievement (highly achieved, meets standard, and needs improvement). These three levels of achievement are color coded and used in the section below to indicate the level of achievement for each measure, for each learning outcome.

Metric Type	Direct Measures		Indirect Measures	
	Capstone Course	Course-Embedded	Exit Alumni Survey	One-Year Post-graduation Alumni Survey
Assessments				
Metrics	The percentage of the BUS 511 students who receive a grade of 2 (out of 3) or higher on the Capstone Rubric for the designated program outcome.	The percentage of the students who receive a grade of B or higher on two selected course embedded assessments.	The mean of the graduates' perceptions of their achievement of the related program outcomes (on a 6-pt Likert-type scale).	The mean of the graduates' perceptions of their achievement of the related program outcomes (on a 6-pt Likert-type scale).
Highly Achieved	≥ 85%		Mean ≥ 5	
Meets Standard	70 - 84%		4.0 - 4.99	
Needs Improvement	< 70%		Mean < 4	

Note: The results of the one-year post-graduation survey are used as a reference to provide a longitudinal perspective on students' attainment of program (student) outcomes.

Key:	Result
	N

Program/Student Outcome Achievement Results

May 2015 Term to March 2016 Term

Program / Student Learning Outcome 1

Analyze real-world business problems and generate recommendations for action.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 511 Strategy and Policy	98%	Exit Survey	5.31
	n= 133		n=32
M3A1 Case Analysis in BUS 505 Finance	97%	One-Year Survey	5.00
	n=64		n=10
M6A1 Case Analysis in BUS 520 Operations Management	95%		
	n = 95		

Program / Student Learning Outcome 2

Integrate accounting, marketing, finance, management, and economics into a strategic business analysis.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 511 Strategy and Policy	99%	Exit Survey	5.45
	n = 133		n = 32
M8A1 Case Study in BUS 500 Accounting for Managers	96%	One-Year Survey	5.00
	n = 98		n = 10
M6A3 Paper in BUS 504 Human Resource Management	95%		
	n = 111		

Program / Student Learning Outcome 3

Assess the impact of the global business environment on business situations.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 511 Strategy and Policy	99%	Exit Survey	5.44
	n = 133		n = 32
M1A1 Short Paper in BUS 502 Global Business Environment	96%	One-Year Survey	4.90
	n = 106		n = 10
M8A1 Final Project in BUS 505 Finance	100%		
	n = 62		

Program / Student Learning Outcome 4

Apply quantitative methods to analysis of business situations.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 511 Strategy and Policy	98%	Exit Survey	5.19
	n = 133		n = 32
M8A1 Final Exam in BUS 503 Quantitative Analysis	37%	One-Year Survey	4.80
	n = 139		n = 10
M7A1 Case Analysis BUS 505 Finance	98%		
	n = 62		

Program / Student Learning Outcome 5

Perform ethically and professionally in business and society.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 511 Strategy and Policy	98%	Exit Survey	5.69
	n = 133		n = 32
M2A1 Case Study in BUS 502 Global Business Environment	100%	One-Year Survey	5.10
	n=101		n = 10
M3A1 in BUS 570 Information Technology	90%		
	n = 128		

Program / Student Learning Outcome 6

Communicate effectively to relevant audiences orally and in written materials.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 511 Strategy and Policy	98%	Exit Survey	5.58
	n = 133		n=32
M8A2 Narrated Presentation in BUS 511 Strategy and Policy	99%	One-Year Survey	5.10
	n=133		n=10
M7A1 Analysis Paper in BUS 506 Marketing	97%		
	n=67		

Program / Student Learning Outcome 7

Collaborate in teams to produce required deliverables.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 511 Strategy and Policy	97%	Exit Survey	5.47
	n = 133		n = 32
M8A2 Final Team Project in BUS 520 Operations Management	97%	One-Year Survey	5.00
	n = 93		n = 10
M8A1 Group Assignment in BUS 506 Marketing	99%		
	n = 72		

Program / Student Learning Outcome 8

Apply project management skills to business situations.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 511 Strategy and Policy	98%	Exit Survey	5.53
	n = 132		n = 32
M8A2 Final Project in BUS 554 Change Management	96%	One-Year Survey	4.70
	n = 45		n = 10
M8A1 Presentation in BUS 552 Leadership	94%		
	n = 34		

Program / Student Learning Outcome 9

Assess the ethical implications of actions for diverse stakeholders.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 511 Strategy and Policy	98%	Exit Survey	5.47
	n = 133		n = 32
M1A1 Short Paper in BUS 553 Organizational Behavior	94%	One-Year Survey	5.00
	n = 80		n = 10
M2A1 Case Analysis in BUS 523 Business Ethics for Managers	96%		
	n = 159		

Capstone Exam Results

A comprehensive capstone examination has been administered to all MBA students at the conclusion of the BUS 511 Strategy and Policy since May 2011. The capstone examination consists of 120 common questions that assess the most common and most important topics and skills in core content areas within the College's Master of Business Administration curriculum.

From June 2015 to July 2016, the total number of students who took the exam was 138. The overall mean score on the exam was 73.5%. The mean score on each of the program's core content areas is shown below:

- 69.1% - Business Ethics
- 68.8% - Marketing
- 79.9% - Quantitative Business Analysis
- 82.3% - Finance
- 67.0% - Accounting
- 78.0% - Business Communications
- 73.3% - Global Business Environment
- 73.6% - Management
- 69.0% - Change Management
- 77.6% - Leadership
- 69.8% - Information Technology
- 74.0% - Strategy and Policy