

Master of Science in Management

Program / Student Learning Outcomes: What Will I Learn?

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

Graduates of the Master of Science in Management will be able to:

1. Formulate sustainable solutions to practical management problems encountered in a complex global environment.
2. Evaluate different methods and strategies used to develop individuals and manage teams in multiple settings.
3. Analyze how different functional areas within a business organization affect its strategic direction.
4. Apply project management tools and techniques in a business environment.
5. Create sustained and coherent arguments to summarize work for both internal (e.g., management, peers, subordinates) and external audiences.
6. Develop and ethical argument that challenges existing assumptions or prevailing practices in a business environment.
7. Generate solutions to business problems through the use of information technologies.
8. Integrate theory and practice for the purpose of strategic analysis.
9. Evaluate individual strengths and weaknesses with the desire to update skills and continually improve.

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 Master of Science in Management. Assessment of program 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	
Assessments	Capstone Course	Exit Alumni Survey	One-Year Post-graduation Alumni Survey
Metrics	The percentage of the BUS 599 students who receive a satisfactory rating or higher on the rubric criteria aligned with each program outcome.	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 Outcome Achievement Results

May 2015 Term to March 2016 Term

Program / Student Learning Outcome 1

Formulate sustainable solutions to practical management problems encountered in a complex global environment.

Direct Measure		Indirect Measure	
BUS 599 Rubric Criteria: Appropriateness and Justification of Areas of Change (M5A1)	100%	Exit Survey	*
	n = 21		n/a
		One-Year Survey	*
			n/a

Program / Student Learning Outcome 2

Evaluate different methods and strategies used to develop individuals and manage teams in multiple settings.

Direct Measure		Indirect Measure	
BUS 599 Rubric Criteria: Reflection on Self in the Chosen Role (M2A1)	95%	Exit Survey	*
	n = 20		n/a
		One-Year Survey	*
			n/a

Program / Student Learning Outcome 3

Analyze how different functional areas within a business organization affect its strategic direction.

Direct Measure		Indirect Measure	
BUS 599 Rubric Criteria: Analysis of Concepts – Compare and Contrast (M5A1)	96%	Exit Survey	*
	n = 21		n/a
		One-Year Survey	*
			n/a

Program / Student Learning Outcome 4

Apply project management tools and techniques in a business environment.

Direct Measure		Indirect Measure	
BUS 599 Rubric Criteria: Reflection on Self as Manager (M3A1)	89%	Exit Survey	*
	n = 19		n/a
		One-Year Survey	*
			n/a

Program / Student Learning Outcome 5

Create sustained and coherent arguments to summarize work for both internal (e.g., management, peers, subordinates) and external audiences.

Direct Measure		Indirect Measure	
BUS 599 Rubric Criteria: Description and Details of Organization (M7A1)	100%	Exit Survey	*
	n = 21		n/a

	One-Year Survey	*
		n/a

Program / Student Learning Outcome 6

Develop an ethical argument that challenges existing assumptions or prevailing practices in a business environment.

Direct Measure		Indirect Measure	
BUS 599 Rubric Criteria: Analysis of Ethical Issues in Case Scenario (M4A2)	94%	Exit Survey	*
	n = 16		n/a
		One-Year Survey	*
			n/a

Program / Student Learning Outcome 7

Generate solutions to business problems through the use of information technologies.

Direct Measure		Indirect Measure	
BUS 599: The entire rubric for M6A1	81%	Exit Survey	*
	n = 21		n/a
		One-Year Survey	*
			n/a

Program / Student Learning Outcome 8

Integrate theory and practice for the purpose of strategic analysis.

Direct Measure		Indirect Measure	
BUS 599 Rubric Criteria: Application and Connections of Theories and Concepts (M5A1)	76%	Exit Survey	*
	n = 21		n/a
		One-Year Survey	*
			n/a

Program / Student Learning Outcome 9

Evaluate individual strengths and weaknesses with the desire to update skills and continually improve.

Direct Measure		Indirect Measure	
BUS 599 Rubric Criteria: Reflection on Self as a Manager (M3A1)	100%	Exit Survey	*
	n = 19		n/a
		One-Year Survey	*
			n/a

*There were not enough responses to the Exit and One-year postgraduate surveys during FY2016 (need a minimum of 5 responses).