FY2018 Enrollment 183; Graduates 82

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. Design, implement, and evaluate the efficacy of solutions for complex business problems.
2. Engage in life-long learning for professional, career, and personal development.
3. Lead and work effectively and efficiently in diverse team settings and maintain a high level of performance in a professional business environment.
4. Communicate effectively and efficiently to various audiences in a timely and professional manner.
5. Demonstrate leadership and initiative to ethically advance organizational goals and objectives.
6. Demonstrate adaptability, leadership, mentoring skills, and management in one's chosen career.

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	
Assessments	Capstone Course	Course-Embedded	Exit Alumni Survey	One-Year Post-graduation Alumni Survey
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 2017 Term to March 2018 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	97%		Exit Survey	5.43
	n = 37			n = 21
M3A1 Case Analysis in BUS 505 Finance	100%		One-Year Survey	4.47
	n = 72			n = 13
M5A1 Case Study in BUS 570 Information Technology	82%			
	n = 17			

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	97%		Exit Survey	5.24
	n = 37			n = 21
M8A1 Case Study in BUS 500 Accounting for Managers	98%		One-Year Survey	4.31
	n = 92			n = 13
M6A3 Paper in BUS 504 Human Resource Management	95%			
	n = 93			

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	97%	Exit Survey	5.33
	n = 37		n = 21
M1A1 Short Paper in BUS 502 Global Business Environment	100%	One-Year Survey	4.23
	n = 97		n = 13
M8A5 Final Project in BUS 505 Finance	92%		
	n = 64		

Program / Student Learning Outcome 4

Apply quantitative methods to analysis of business situations.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 511 Strategy and Policy	92%	Exit Survey	4.95
	n = 37		n = 21
M8A1 Final Exam in BUS 503 Quantitative Analysis	44%	One-Year Survey	4.31
	n = 90		n = 13
M8A13 Final Project in BUS 520 Operations Management	79%		
	n = 33		

Program / Student Learning Outcome 5

Perform ethically and professionally in business and society.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 511 Strategy and Policy	95% n = 37	Exit Survey	5.62 n = 21
M3A1 Case Study in BUS 570 Information Technology	93% n = 91	One-Year Survey	5.46 n = 13
M8A1 Research Paper in BUS 570 Information Technology	79% n = 106		

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	95% n = 37	Exit Survey	5.43 n = 21
M8A2 Narrated Presentation in BUS 511 Strategy and Policy	93% n = 89	One-Year Survey	5.15 n = 13
M7A1 Analysis Paper in BUS 506 Marketing	99% n = 70		

Program / Student Learning Outcome 7

Collaborate in teams to produce required deliverables.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 511 Strategy and Policy	92% n = 37	Exit Survey	5.35 n = 20
M8A13 Final Project in BUS 520 Operations Management	79% n = 33	One-Year Survey	4.85 n = 13
M8A1 Group Assignment in BUS 506 Marketing	100% n = 73		

Program / Student Learning Outcome 8

Apply project management skills to business situations.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 511 Strategy and Policy	92% n = 37	Exit Survey	5.19 n = 21
M8A2 Final Project in BUS 554 Change Management	95% n = 74	One-Year Survey	4.46 n = 13
M7A1 Case Study in BUS 570 Information Technology	75% n = 16		

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	92% n = 37	Exit Survey	5.24 n = 21
M1A1 Short Paper in BUS 553 Organizational Behavior	86% n = 78	One-Year Survey	4.77 n = 13
M2A1 Case Analysis in BUS 523 Business Ethics for Managers	94% n = 52		

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 2017 to July 2018, the total number of students who took the exam was 97. The overall mean score on the exam was 74.9%. The mean score on each of the program's core content areas is shown below:

- 74.3% - Business Ethics
- 70.5% - Marketing
- 81.5% - Quantitative Business Analysis
- 85.9% - Finance
- 79.6% - Accounting
- 80.1% - Business Communications
- 75.1% - Global Business Environment
- 72.5% - Management
- 77.9% - Change Management
- 80.3% - Leadership
- 71.1% - Information Technology
- 76.0% - Strategy and Policy