

Institutional Effectiveness
2022-2023

Program: Business Administration MBA

College and Department: College of Business

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Mission:

The MBA Program is designed to allow students to pursue an on-campus program, a 100% online program or a combination of both. Our program has over a decade of online learning

Attach Curriculum Map (Educational Programs Only):

Exit Survey

Please rate your strength in the following competencies, upon completing the MBA program:

Ability to analyze complex case material

	2020-21	2021-22	2022-23
Mean	5.2	6	5.5
Count	5	2	8

Understanding of the management function in business

	2020-21	2021-22	2022-23
Mean	5.6	6.5	6
Count	5	2	8

Summary: Students met the benchmarks for the ability to integrate knowledge across core business disciplines. Over 88 percent of students scored 70 or higher on the COMP-XM question set that measures knowledge integration of diverse business functions. In addition, the means on the exit interview questions related to knowledge integration continue to be on the higher end of the 7-point scale at 5.5 or above.

Use of Results to Improve Outcomes:

Use of Results to Improve Outcomes: Students have consistently met the benchmark for integration of knowledge across core business disciplines. In the spirit of continuous quality improvement (CQI) and in order to uncover soft spots in knowledge content areas, survey data will be mined by discipline (accounting, marketing, finance, etc.). We will attempt to uncover topical areas within disciplines where student performance lags below the threshold level of 70%. This information will be matched against topical coverage in core classes and communicated to the Graduate Committee for recommendations related to strengthening selected concepts in the MBA core.

SLO 2: AWARENESS OF ETHICAL IMPLICATIONS OF BUSINESS DECISIONS

Define Outcome:

Student Learning Outcome 2: Students will demonstrate awareness of ethical implications of business decisions.

Assessment Methods:

COMP-XM Exam - Students will complete the CAPSIM Business Simulation and the accompanying COMP-XM exam. The simulation measures overall integrative knowledge through a balanced scorecard approach. To align with SLO 2, the following section on the exam is included:

- o *COMP-XM Ethical, Legal, and Social Responsibility*

Exit Survey - The exit survey provides an indirect measure of graduate student progress, using a 7-point scale (Strongly Disagree – Strongly Agree). To align with SLO 2, the survey includes the following prompts:

- o *Please rate your level of agreement to the following statements, upon completing the MBA program*

Exit Survey

Please rate your level of agreement to the following statements, upon completing the MBA program.

I can handle complex ethical issues in business.

	2020-21	2021-22	2022-23
Mean	5.2	5.5	5.75
Count	5	2	8

I am sensitive to legal, social, and political environments in which business operates.

	2020-21	2021-22	2022-23
Mean	5.0	5.5	5.13
Count	5	2	8

Summary: Although students self-assessed as being able to handle complex ethical issues in business in the exit polling, they failed to meet the COMP-XM benchmark that measures tested ethical awareness for the fourth consecutive academic year. Approximately less than a third of students in the academic terms spanning 2022-23 achieved results at the desired 70 percent or above.

Use of Results to Improve Outcomes:

Use of Results to Improve Outcomes: Student have once again failed to meet the COMP-XM benchmark in tested awareness of ethical dimensions and implications. This is a benchmark the program has failed to meet in four of the last five years. A systemic assessment of ethics content and coverage is planned for Fall 2023. In addition to documenting where ethics and

Results and Analysis:

Knowledge and skills to perform in a professional environment

COMP-XM Business Communication score

	2018-19	2019-20	2020-21	2021-22	2022-23
Mean	91.86%	74.87%	68.98% 66.96%	66.97%	65.86%
N	34	97	59 92	99	79

% above
70%

be evaluated with an eye toward zeroing-in on where the concepts in question are introduced, to what extent they are covered, and how they are reinforced. The Graduate Committee will be asked to make a holistic review of whether and how the introduction of the "writing across the curriculum" treatments have addressed these issues.

SLO 4: THINK CRITICALLY IN ADDRESSING BUSINESS PROBLEMS

Define Outcome:

Student Learning Outcome 4: Students will demonstrate the ability to think critically in addressing business problems.

Results and Analysis:

Think critically in addressing business problems

COMP-XM Analytical and Quantitative score

	2018-19	2019-20	2020-21	2021-22	2022-23
Mean	85.06%	80.64%	78.61%	77.02%	75.84%
N	34	97	92	99	79
% above 70%	100.00%	90.72%	79.35%	83.84%	72.15%

COMP-XM Critical-Thinking and Decision-Making score

	2018-19	2019-20	2020-21	2021-22	2022-23
Mean	80.60%	78.48%	75.77%	71.87%	65.52%
N	34	97	92	99	79
% above 70%	97.06%	84.54%	72.83%	65.66%	48.10%

COMP-XM exam sunk to a new 5-year low. In 2023 the mean on the exit survey for the ability to make decisions after proper analysis also dropped below 5, with a mean of 4.5.

Use of Results to Improve Outcomes:

Use of Results to Improve Outcomes: Granular test data is available on the critical-thinking and decision-making aspects of the learning goal. The Graduate Committee will be asked to review the data and report on possible causes for the performance drop. In addition, the MBA core will be systemically reviewed for inclusion of decision-making opportunities embedded in critical-thinking assignments.

SLO 5: LEADERSHIP SKILLS AND THE ABILITY TO INFLUENCE OTHERS

Define Outcome:

Student Learning Outcome 5: Students will demonstrate an understanding of leadership skills and the ability to influence others.

SLO 5.1: Students will be able to identify effective leadership skills required in diverse situations.

SLO 5.2: Students will be able to demonstrate leadership skills required in diverse situations.

SLO 5.3: Students will demonstrate teamwork skills that enhance individual and team processes.

Assessment Methods:

COMP-XM Exam - Students will complete the CAPSIM Business Simulation and the accompanying COMP-XM exam. The simulation measures overall integrative knowledge through a balanced scorecard approach. To align with SLO 5, the following section on the exam is included:

- o *COMP-XM Teamwork and Leadership Score*

Change Management Simulation - Change Management Simulation published by Harvard Business: Percentage of students who reached "critical mass" in a Change Management simulation by gaining adopters for a new organizational initiative.

Criteria for Success (Thresholds for Assessment Methods):

1. COMP-XM Exam At least 75% of our students will attain a COMP-XM score of at least 70%.
2. Change Management Simulation - The overall benchmark, across four change management scenarios, is 61%.

Cooperation	33%	67%	100%
Coordination	0%	100%	100%

Summary: Students in BMGT 6950 (Fall 2022 and Spring 2023) were required to complete the TEAMmate teamwork learning module, which measures team effectiveness during their business simulation experience. The student results in both Fall 2022 and Spring 2023 exceeded 75% in combined (improvement and maintain) for individual-level team skills (4Ps) and team-level team skills (5Cs). The students' results also surpassed the satisfactory threshold of 50% for individual-level team skills (4Ps) and team-level team skills (5Cs) for both semesters.

Use of Results to Improve Outcomes:

Use of Results to Improve Outcomes: MBA students perform consistently above average on the leadership and teamwork assessments. The Graduate Committee will be asked to review the benchmarks and thresholds for these learning goal in the spirit of continuous quality improvement (CQI).

Summative Evaluation:

SLO 1: Ability to integrate knowledge of core business disciplines

SLO 4: Think critically in addressing business problems

Summary: The critical-thinking learning goal is assessed across two objectives: one relating to analytical and quantitative reasoning and another related to critical thinking and decision-making. While the COMP-

Appendix 1: Business Administration, M.B.A. – Curriculum Map 2023

Student ID: _____

Student Name: _____

Adviser Name: _____

Catalog: 2022-2023 Graduate Catalog

Program: Business Administration, M.B.A.

Minimum Credits Required: _____

