Major: MBA

Department: Master of Business Administration

Year of Last Revision: 2022

Program-Level Student Learning Outcomes – Assessment Measures

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

1. Connect different business disciplines to identify, analyze, and recommend solutions to complex business problems requiring interdisciplinary and global perspectives.
    a. Analyze business issues and recommend and justify plausible solutions for appropriate courses of action.
    - Assessment:
        1. BUS 5053 Global Business – Students will earn an average of 80% or higher on the topical engagement project. (Direct, Summative)
        2. ECO 5043 Economics for Managers – Students will earn an average of 80% or higher on the Week 3 Memo. (Direct, Formative)
        3. MGT 5093 Organizational Strategy – Students will earn an average of 80% or higher on the Global Strategy Case Study. (Direct, Summative)
        4. ACC 5113 Accounting for Managers – Students will earn an average of 80% or higher on Excel Projects. (Direct, Formative)
        5. FIN 5023 Financial Management – Students will earn an average of 70% or higher on the Finance Project. (Direct, Summative)

    b. Integrate interdisciplinary concepts to improve business processes and decision-making.
    - Assessment:
        1. ECO 5043 Economics for Managers – Students will earn an average of 80% or higher on the Week 2 Memo. (Direct, Formative)
        2. ACC 5113 Accounting for Managers – Students will earn an average of 80% or higher on the Research and Application Papers. (Direct, Formative)
        3. BUS 5043 Ethics and Critical Thinking in Business Administration – Students will earn an average of 80% or higher on the presentation on Ethics in Various Industries. (Direct, Summative)
        4. MGT 5093 Organizational Strategy – Students will earn an average of 80% or higher on the Capstone Project. (Direct, Summative)

    c. Model the principles of leading, planning, organizing, and controlling in a manner that is responsible.

- Assessment:
    1. LDR 5063 Leadership Development – Students will earn an average of 80% or higher on the Unit 6 Reflection. (Direct, Formative)
    2. MGT 5093 Organizational Strategy – Students will earn an average of 80% or higher on the Capstone Project. (Direct, Summative)
    3. MKT 5023 Strategic Marketing – Students will earn an average of 80% or higher on the Marketing Plan Presentation. (Direct, Summative)
    4. FIN 5023 Financial Management – Students will earn an average of 80% or higher on the Entrepreneurship Discussion Board Assignment. (Direct, Formative)
    5. MGT 5063 Entrepreneurship – Students will earn an average of 80% or higher on the Business Plan. (Direct, Summative)

2. Demonstrate the skills needed to craft and implement strategic and tactical plans.
    a. Integrate interdisciplinary concepts in making strategic decisions that impact business.
    - Assessment:
        1. MGT 5063 Entrepreneurship – Students will earn an average of 80% or higher on the Business Plan. (Direct, Summative)
        2. MGT 5093 Organizational Strategy – Students will earn an average of 80% or higher on the Global Strategy Case Study. (Direct, Summative)
        3. MGT 5013 Managerial Communications – Students will earn an average of 80% or higher on their Final Crisis Plan Presentation. (Direct, Summative)

3. Illustrate effective communication (orally and written) within an organizational setting.
    a. Show effective oral communication skills in an organizational setting.
    - Assessment:
        1. MGT 5013 Managerial Communications – Students will earn an average of 80% or higher on their Final Crisis Plan Presentation. (Direct, Summative)
        2. MKT 5023 Strategic Marketing – Students will earn an average of 80% or higher on ROR Presentations. (Direct, Formative)
        3. ECO 5043 Economics for Managers – Students will earn an average of 80% or higher on the ROR 2 session presentation. (Direct, Formative)
        4. MGT 5111 History of Management Thought – Students will earn an average of 80% or higher on the Final Presentation. (Direct, Summative)

b. Demonstrate the ability to provide effective written business communication.

- Assessment:
    1. MGT 5043 Organizational Behavior and Servant Leadership – Students will earn an average of 80% or higher on the Organizational Analysis Assignment. (Direct, Summative)
    2. BUS 5043 Ethics and Critical Thinking in Business Administration – Students will earn an average of 80% or higher on the Research Paper. (Direct, Summative)
    3. MGT 5013 Managerial Communications – Students will earn an average of 80% on their Written Assignments. (Direct, Formative)

4. Achieve proficiency in synthesizing the concepts of leadership, entrepreneurship, and faith integration within a business environment.

a. Discern how various leadership styles will influence decision making.

- Assessment:
    1. LDR 5063 Leadership Development – Students will earn an average of 80% or higher on the Unit 7 Case Study. (Direct, Summative)
    2. MBA Outbound Assessment – Students will earn an average of 70% or higher on the Leadership Percentile. (External, Summative)
    3. MGT 5111 History of Management Thought – Students will earn an average of 80% or higher on the Leadership Discussion Board assignment. (Direct, Formative)

b. Recommend entrepreneurial ideas to positively impact a business environment.

- Assessment:
    1. MGT 5063 Entrepreneurship – Students will earn an average of 80% or higher on the Business Plan. (Direct, Summative)
    2. MGT 5043 Organizational Behavior and Servant Leadership – Students will earn an average of 80% or higher on the Organizational Analysis assignment. (Direct, Summative)

c. Evaluate business decision alternatives within a Christian worldview in order to recommend and justify an appropriate course of action.

- Assessment:
    1. FIN 5023 Financial Management – Students will earn an average of 80% or higher on the Chapter 16 Discussion Board. (Direct, Formative)
    2. MKT 5023 Strategic Marketing – Students will earn an average of 80% or higher on the Unit 7 Biblical/Business Worldview Assignment. (Direct, Formative)

3. BUS 5043 Ethics and Critical Thinking in Business Administration – Students will earn an average of 80% or higher on the Chapter 5 Writing Assignment. (Direct, Formative)

Where the PLSLO will be assessed	**How the PLSLO will be assessed**		**When and how often the PLSLO will be assessed**	
ACC 5113 Accounting for Managers **BUS 5043 Ethics and Critical Thinking in Business** **BUS 5053 Global Business** **ECO 5043 Economics for Managers** **FIN 5023 Financial Management** **LDR 5063 Leadership Development** **MGT 5063 Entrepreneurship** **MGT 5093 Organizational Strategy** **MKT 5023 Strategic Marketing**				**PLSLO 1**
BUS 5053 Global Business	Topical Engagement Project	(Direct, Summative)	Spring	PLSLO 1.a.
ECO 5043 Economics for Managers	Week 3 Memo	(Direct, Formative)	Fall	
MGT 5093 Organizational Strategy	Global Strategy Case	(Direct, Summative)	Spring	
ACC 5113 Accounting for Managers	Excel Projects	(Direct, Formative)	Fall	
FIN 5023 Financial Management	Finance Project	(Direct, Summative)	Spring	
ECO 5043 Economics for Managers	Week 2 Memo	(Direct, Formative)	Spring	PLSLO 1.b.
ACC 5113 Accounting for Managers	Research and Application Papers	(Direct, Formative)	Fall	
BUS 5043 Ethics and Critical Thinking in Business Administration	Presentation on Ethics in Various Industries	(Direct, Summative)	Winterfest	
MGT 5093 Organizational Strategy	Global Strategy Case Study	(Direct, Summative)	Spring	

LDR 5063 Leadership Development	Unit 6 Reflection	(Direct, Formative)	Spring	PLSLO 1.c.
MGT 5093 Organizational Strategy	Capstone Project	(Direct, Summative)	Spring	
MKT 5023 Strategic Marketing	Marketing Plan Presentation	(Direct, Summative)	Fall	
FIN 5023 Financial Management	Entrepreneurship Discussion Board	(Direct, Formative)	Spring	
MGT 5063 Entrepreneurship	Business Plan	(Direct, Summative)	Fall	
MGT 5013 Managerial Communications **MGT 5063 Entrepreneurship** **MGT 5093 Organizational Strategy**				**PLSLO 2**
MGT 5063 Entrepreneurship	Business Plan	(Direct, Summative)	Fall	PLSLO 1.a.
MGT 5093 Organizational Strategy	Capstone Project	(Direct, Summative)	Spring	
MGT 5013 Managerial Communications	Final Crisis Plan Presentation	(Direct, Summative)	Summer	
BUS 5043 Ethics and Critical Thinking in Business Administration ECO 5043 Economics for Managers MGT 5013 Managerial Communications **MGT 5043 Organizational Behavior and Servant Leadership** **MGT 5111 History of Management Thought** **MKT 5023 Strategic Marketing**				**PLSLO 3**
MGT 5013 Managerial Communications	Final Crisis Plan Presentation	(Direct, Summative)	Summer	PLSLO 3.a.
MKT 5023 Strategic Marketing	ROR Presentations	(Direct, Formative)	Fall	
ECO 5043 Economics for Managers	ROR 2 Session Presentation	(Direct, Formative)	Fall	

MGT 5111 History of Management Thought	Final Presentation	(Direct, Summative)	Winterfest	
MGT 5043 Organizational Behavior and Servant Leadership	Organizational Analysis	(Direct, Summative)	Summer	PLSLO 3.b.
BUS 5043 Ethics and Critical Thinking in Business Administration	Case Studies	(Direct, Summative)	Winterfest	
MGT 5013 Managerial Communications	Written Assignments	(Direct, Formative)	Summer	
BUS 5043 Ethics and Critical Thinking in Business Administration FIN 5023 Financial Management LDR 5063 Leadership Development MBA Outbound Assessment MGT 5043 Organizational Behavior and Servant Leadership MGT 5063 Entrepreneurship MGT 5111 History of Management Thought MKT 5023 Strategic Marketing				**PLSLO 4**
LDR 5063 Leadership Development	Unit 7 Case Study	(Direct, Summative)	Spring	PLSLO 4.a.
MBA Outbound Assessment	Leadership Portion	(Direct, Summative)	Spring	
MGT 5111 History of Management Thought	Discussion Board Assignment	(Direct, Formative)	Winterfest	
MGT 5063 Entrepreneurship	Business Plan	(Direct, Summative)	Fall	PLSLO 4.b.
MGT 5043 Organizational Behavior and Servant Leadership	Organizational Analysis	(Direct, Summative)	Summer	
FIN 5023 Financial Management	Chapter 16, Part 2 Discussion Board	(Direct, Formative)	Spring	PLSLO 4.c.
MKT 5023 Strategic Marketing	Unit 7 Biblical/Business Worldview Assignment	(Direct, Formative)	Fall	
BUS 5043 Ethics and Critical Thinking in Business Administration	Chapter 5 Writing Assignment	(Direct, Formative)	Winterfest	

MBA Curriculum Map: Graduates of the Master of Business Administration program will be able to:	**MGT 5013**	**MGT 5043**	**CIS 5123**	**MGT 5111**	**BUS 5043**	**FIN 5023**	**LDR 5063**	**BUS 5053**	**MGT 5093**	**ACC 5113**	**MKT 5023**	**ECO 5043**	**MGT 5063**
Goal 1: Connect different business disciplines to identify, analyze, and recommend solutions to complex business problems requiring interdisciplinary and global perspectives.													
a. Analyze business issues and recommend and justify plausible solutions for appropriate courses of action.	R, M		I, R, M	I	R,M	R, M	I, R	I, R	R, M	R, M	R	R	R
b. Integrate interdisciplinary concepts to improve business processes and decision-making.	R	I, R				R, M	I, R		R, M			R	R
c. Model the principles of leading, planning, organizing, and controlling in a manner that is responsible.	R	R		I	R	R, M	I, R	I, R		I, R	R		
Goal 2: Demonstrate the skills needed to craft and implement strategic and tactical plans.													
a. Integrate interdisciplinary concepts in making strategic decisions that impact business.			R		R		I, R	I, R	R, M		R		
Goal 3: Illustrate effective communication (orally and written) within an organizational setting.													

a. Show effective oral communication skills in an organizational setting.	R, M						R, M	R, M		R	R, M		
b. Demonstrate the ability to provide effective written business communication.	R, M	R, M		I	R, M	R	R, M	R	R, M	R	R, M	R	R
Goal 4: Achieve proficiency in synthesizing the concepts of leadership, entrepreneurship, and faith integration within a business environment.													
a. Discern how various leadership styles will influence decision making.		R		M			I, R, M	I, R			R		
b. Recommend entrepreneurial ideas to positively impact a business environment.	R		I, R, M		R	R	I, R, M	I, R			R, M	R	
c. Evaluate business decision alternatives within a Christian worldview in order to recommend and justify an appropriate course of action.	R	R	R	I	R, M	R	I, R, M		R	R	R	R	R, M