

Assessment Report of the Major Field Test Results

Data Through Fall 2020

College of Business MBA Program

MBA Outcome: Business Knowledge and Application

Outcome Measure: MFT – Direct, Comparative, Summative, External

The Educational Testing Service (ETS) Major Field Test (MFT) for the MBA in business is a standardized, nationally normed comprehensive exam for knowledge in business. There is a comprehensive (total) score and disciplinary (sub) scores in the following areas:

- Accounting
- Management
- Finance
- Marketing
- Strategic Integration

Goal (Criteria for Success):

Students will score above the 65th percentile for total score in any given year and a 70th percentile average for total score over a 10 year rolling time period.

Longitudinal Data:

The COB has collected ETS data every other year or so since the spring of 2007 during the capstone course GBUS 565, Strategic Management, which is a data series of 8 data points (8 academic years).

The [ETS Major Field Test for Business](#) (MFT) was given to **14 MBA students** enrolled in the capstone Strategic Management course in the Fall of 2020. A summary of the results is given below.

Date	Overall Percentile
Fall 2020	67
Spring 2017	72
Fall 2014	94
Spring 2012	56
Spring 2011	60
Spring 2010	75
Spring 2008	65
Spring 2007	90

Overall MBA MFT Results

In the Fall of 2020, overall, ORU MBA students scored in the **67th percentile** as compared to 21,865 examinees from approximately 217 other US colleges and universities who took the test between September 2017 and June 2020. That is, ORU MBA students overall, did better than 67% of all other students taking this exam. The average overall institutional rank for this time period was 38th percentile, so overall, ORU MBA students performed much better than the average institutional rank.

MBA MFT Results by Assessment Area

The ORU MBA percentile ranks for all students by subject area are given in Table 1 below. As a comparison, the overall institutional ranks for these assessment areas are also presented. As can be seen, ORU scored higher than the overall institutional average in all assessment areas except Finance.

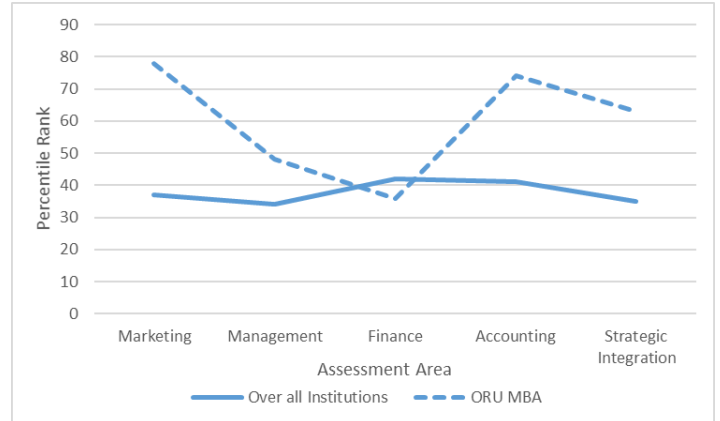
Table 1

Comparison of Percentile Ranks by Assessment Subject Area

Assessment	Percentile Rank	
	Over all Institutions	ORU MBA
Marketing	37	78
Management	34	48
Finance	42	36
Accounting	41	74
Strategic Integration	35	63

Figure 1

ORU vs Institutional Percentile Rankings by Assessment Subject Area



Individual Student Rankings

Table 2 gives the distribution of individual rankings for the 14 MBA students in the Fall 2020. Two students scored above the 90th percentile (95th and 96th). In addition, eight students scored above the median (50th percentile) and the remaining six below the median. The lowest rank was the 22nd percentile.

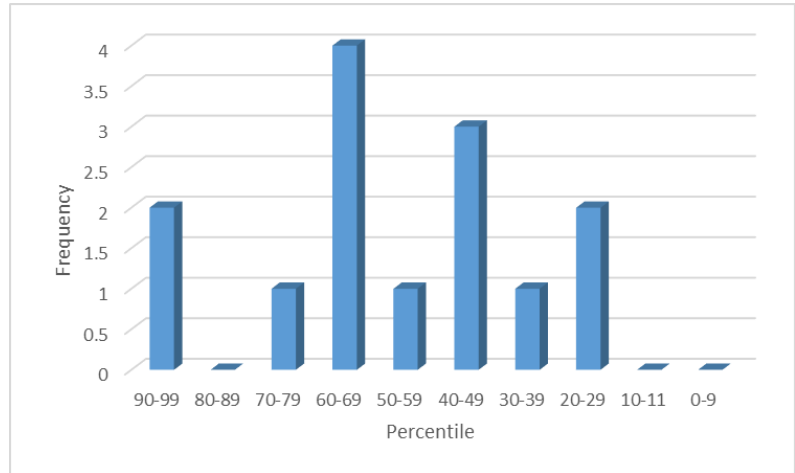
Table 2

Frequency of Individual Percentile Ranks

Percentile	Number
90-99	2
80-89	0
70-79	1
60-69	4
50-59	1
40-49	3
30-39	1
20-29	2
10-19	0
0-9	0

Figure 2

Frequency of Individual Percentile Ranks



Demographics

Tables 3–8 present a summary of demographic data for the Fall 2021 MBA MFT results. In general, females ranked higher than males (Table 3) and Latin American or Other Hispanic students ranked higher than the other ethnic groups (Table 4). Those students who indicated “Other Language” as their best language choice ranked higher (Table 5), students who were US citizens ranked higher than those who were not (Table 6), and students with a higher MBA GPA ranked higher than those with a lower MBA GPA (Table 8).

Table 3

Distribution by Gender

Gender	Number of Students	% of Students	Average Percentile Ranks
Female	9	64%	58
Male	5	36%	55

Table 4

Distribution by Ethnicity

Ethnicity	Number of Students	% of Students	Average Percentile Rank
Black or African American	1	7.1%	24
Latin American or Other Hispanic	2	14.3%	69
Other	3	21.4%	38
White	8	57.2%	65

Table 5

Distribution by First Language Choice

Best Language	Number of Students	% of Students	Average of Percentile Rank
English	9	64.4%	61
Other Language	1	7.1%	68
Both Equal	1	7.1%	60
No Response	3	21.4%	39

*Self-reported

Table 6*Distribution by US Citizenship*

US Citizen?	Number of Students	% of Students	Average of Percentile Rank
Yes	7	50%	66
No	7	50%	48

Table 7*Distribution by Undergraduate GPA*

Overall Undergraduate GPA*	Number of Students	% of Students	Average of Percentile Rank
3.50 - 4.00	8	57%	59
3.00 - 3.49	4	29%	61
2.50 - 2.99	2	14%	42

Table 8*Distribution by MBA GPA*

Courses in Major GPA*	Number of Students	% of Students	Average of Percentile Rank
3.50 - 4.00	9	64.4%	68
3.00 - 3.49	5	35.6	37

Analysis - Conclusions Drawn from Data:

[Spring 2021] Goal Met but the performance was not as strong as other years. The number of MBA students taking the MFT in the Fall 2020 semester was very small and that certainly had an effect on interpreting the rankings. In addition, effects due to gender, overall MBA GPA, and US citizenship were evident. These students ranked highest in Marketing and Accounting and lowest in Finance. Two students ranked above the 90th percentile.

[Fall 2017] Goal Met.

During the 7 years included in the data, on average, 73% of all institutions scored below ORU MBA students on the ETS Major Field Test (total scores). For the most recent data point (Spring 2017) 72% of all institutions scored below the ORU MBA students, which is about equal to the longitudinal average and above our stated minimum goal.

Actions Taken:

[Fall 2021] Due to the large number of international students in the ORU student body and the correlations between ethnicity and performance, research has begun to determine if the MFT might be biased (whether intentionally or unintentionally) towards the White ethnicity group.

[Spring 2021] Further analysis of demographic data to be completed.

[Fall 2017] Over time, there has been an intentional repositioning of professors for the core content courses in Marketing and in Management. In addition, the course content and some delivery methods have been revised for those courses. Finally, admissions, academic suspensions, and probation policies have been strengthened significantly. In order to continue improvements in our outcomes, we plan to continue to monitor the scores (both Total Scores and Disciplinary Sub-Scores) to identify areas needing improvement. One area to note at this time is a challenge with international student performance. The majority of the low scores on the recent assessment come from international students. In that regard, discussions need to take place on how to better monitor admissions and performance standards for international students. This is a difficult issue, as there is no real standardized method in place to evaluate international student performance before acceptance and enrollment.