

Oral Roberts University Fenimore Fisher Graduate School of Business

MBA Program Assessment Outcome Report

2018-2021

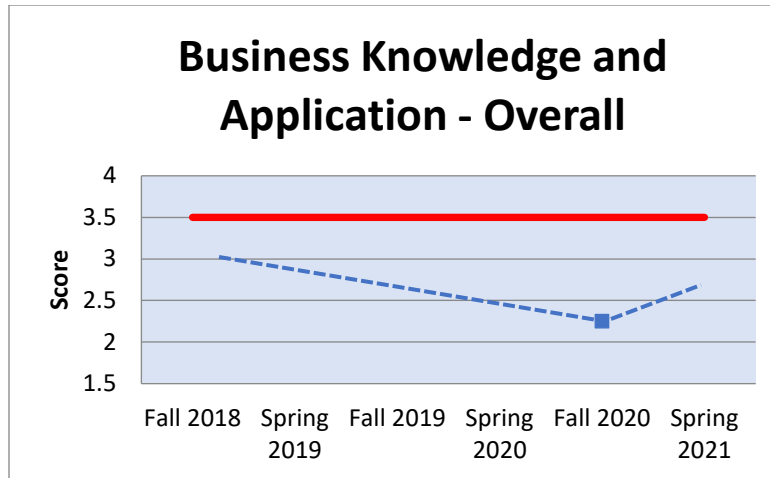
COB Shared Outcome #1 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate business knowledge and application.	Apply business theories and demonstrate in depth comprehensive understanding of business knowledge and theory across the four major business disciplines of Accounting, Finance, Management, and Marketing.	Demonstrate the foundational strategic integration of accounting, finance, management, and marketing within the framework of problem identification, strategy, and decision making to develop corrective-action techniques (GBUS 578/GBUS 579).	Completion of the Major Field Test (GBUS 578/GBUS 579).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	8	No data available
Fall 2019	6	No data available
Fall 2020	13	2.25

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.



Analysis - Conclusions Drawn from the Data:

[8/5/20]: No data was available for this assessment period since the exam is being taken this semester. Note that the exam is administered every 2 or 3 years.

[1/6/21]: Mean goal was not met.

[8/19/21]: No new data was available for this assessment period since the exam is not taken in the spring and is administered every 2 or 3 years.

Actions Taken:

[8/5/20]: None available.

[1/6/21]: Small changes in raw scores can have a significant impact on percentiles. COVID may have had an impact as well. Continue to monitor to determine the cause of the small fluctuations.

[8/19/21]: No new data was available for this assessment period since the exam is not taken in the spring and is administered every 2 or 3 years.

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

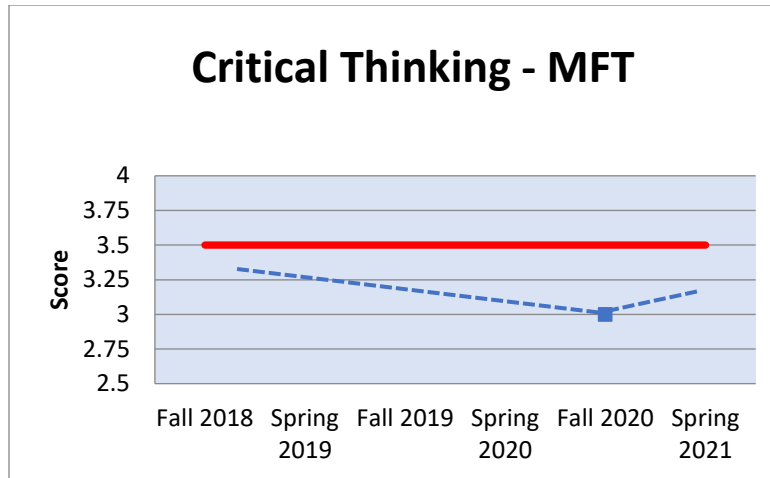
COB Shared Outcome #2 (MFT) & #3 (Overall) Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate critical thinking.	Apply and demonstrate an in depth understanding of integrated business strategy formulation and application.	Demonstrate the foundational strategic integration of accounting, finance, management, and marketing within the framework of problem identification, strategy, and decision making to develop corrective-action techniques (GBUS 578/GBUS 579).	Completion of the Major Field Test (GBUS 578/GBUS 579).	Mean of 3.5 or higher
		Demonstrate the foundational strategic integration of accounting, finance, management, and marketing within the framework of problem identification, strategy, and decision making to develop corrective-action techniques (GBUS 579).	Completion of strategic management final presentation (GBUS 579).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score (MFT)
Fall 2018	8	No data available
Fall 2019	6	No data available
Fall 2020	13	3.0

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.



Analysis - Conclusions Drawn from the Data:

[8/5/20]: No data was available for this assessment period since the exam is being taken this semester. Note that the exam is administered every 2 or 3 years.

[1/6/21]: Mean goal was not met.

[8/19/21]: No new data was available for this assessment period since the exam is not taken in the spring and is administered every 2 or 3 years.

Actions Taken:

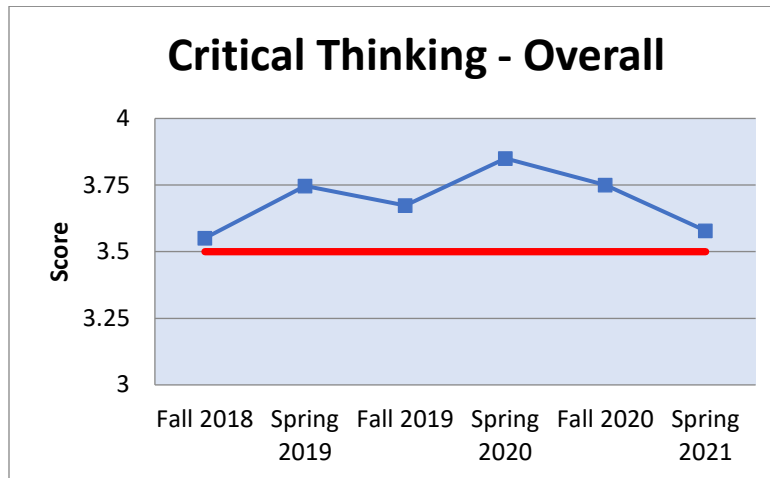
[8/5/20]: None available.

[1/6/21]: Small changes in raw scores can have a significant impact on percentiles. COVID may have had an impact as well. Continue to monitor to determine the cause of the small fluctuations.

[8/19/21]: No new data was available for this assessment period since the exam is not taken in the spring and is administered every 2 or 3 years.

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Semester	N	Score (Overall)
Fall 2018	8	3.551
Spring 2019	14	3.747
Fall 2019	6	3.673
Spring 2020	6	3.850
Fall 2020	13	3.75
Spring 2021	19	3.579



Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was met.

[1/6/21]: Mean goal was met.

[8/19/21] Mean goal was met.

Actions Taken:

[8/5/20]: No actions taken since the goal was met.

[1/6/21]: No actions taken since the goal was met.

[8/19/21]: No actions needed since the goal was met.

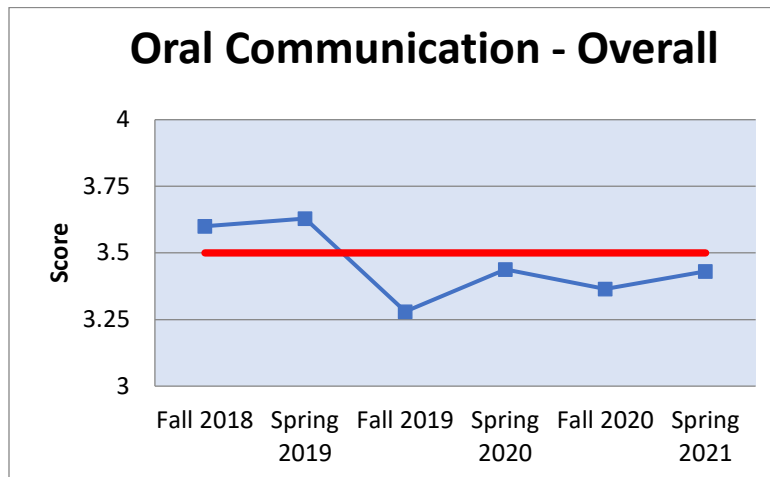
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Shared Outcome #4 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective oral communication skills	Apply and demonstrate the effective utilization of verbal communication skills incorporating appropriate presentation technology within a contemporary business context.	Demonstrate a thorough examination of marketing strategy and marketing management to develop a comprehensive marketing plan and oral presentation for an organization (GMKT 564).	Completion of oral presentation of a marketing report (GMKT 564).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	16	3.6
Spring 2019	6	3.629
Fall 2019	10	3.280
Spring 2020	16	3.438
Fall 2020	17	3.365
Spring 2021	13	3.431



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was not met – no actions were given.

[1/6/21]: Mean goal was not met – no actions were given.

[8/19/21] Mean goal was not met

Actions Taken:

[8/5/20]: Mean goal was not met – no actions were given.

[1/6/21]: Mean goal was not met – no actions were given.

[8/19/21]: Emphasize Oral Communication skills in multiple classes across the degree plan. This is especially important as we have higher numbers of International Students enrolling in the program. The requirement that CBI be taken as a pre or co-req to Marketing Management must be enforced and not overridden by Registrar's or others.

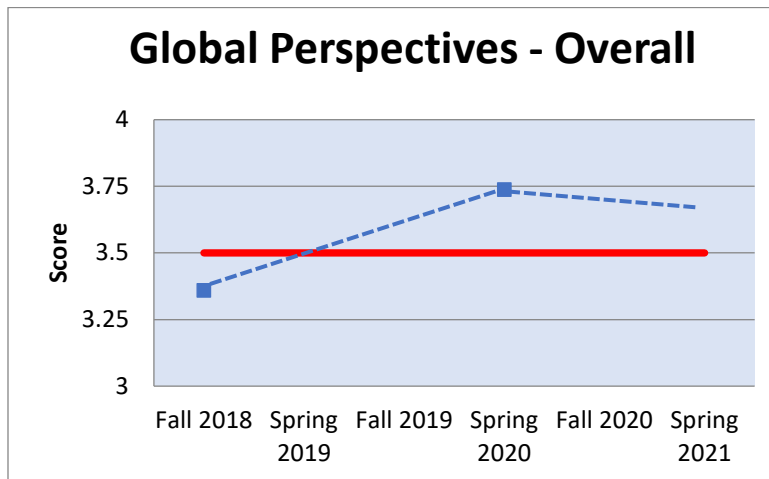
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Shared Outcome #5 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate global perspectives.	Apply and demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment.	Demonstrate a conceptualization of the systematic nature of an organization and the strategic management component required to be successful in a competitive global market (GMGT 561).	Completion of a cultural report (GMGT 561).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	11	3.360
Spring 2019	16	No data available
Fall 2019	12	No data available
Spring 2020	14	3.738
Fall 2020	22	No data available
Spring 2021	10	No data available



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was met.

[1/6/21]: No data was available due to the assignment of a new professor for this assessment period.

[8/19/21]: No data was available because assessment data was entered after the University ran reports.

Actions Taken:

[8/5/20]: No actions were taken since goal was met.

[1/6/21]: Professor completed assessment of prior assignments.

[8/19/21] Professor will be notified of assessment due dates.

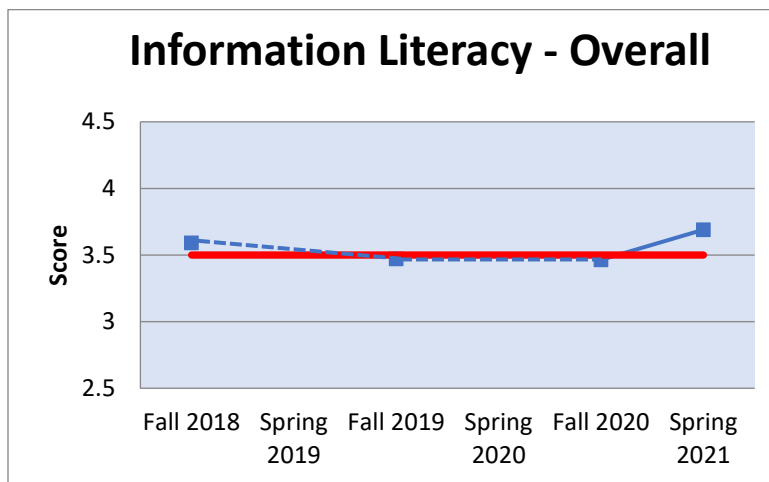
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Shared Outcome #6 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate information literacy.	Apply and demonstrate an appropriate ability to ethically access, evaluate, and utilize business information in a business environment.	Demonstrate an ability to access information resources vital to sound business decision-making through ethical identification and evaluation of the resources to communicate competitive intelligence research findings (GBUS 574).	Completion of competitive business intelligence final project (GBUS 574).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	15	3.59
Spring 2019	0	No data available
Fall 2019	18	3.47
Spring 2020	15	No data available
Fall 2020	20	3.464
Spring 2021	15	3.69



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: No data was available for this assessment period.

[1/6/21]: Goal was met.

[8/19/21]: Goal was met.

Actions Taken:

[8/5/20]: None available.

[1/6/21]: No actions needed.

[8/19/21]: No actions needed.

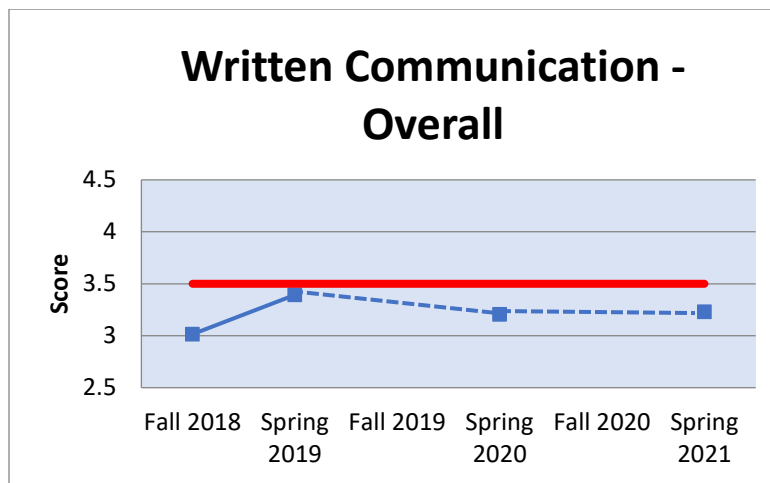
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Discipline Specific Outcome #7 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective written communication skills.	Apply and demonstrate the effective utilization of written communication skills within a contemporary business context.	Demonstrate a conceptualization of the systematic nature of an organization and the strategic management component required to be successful in a competitive global market through a research report (GMGT 561).	Completion of research report (GMGT 561).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	16	3.015
Spring 2019	6	3.393
Fall 2019	10	No data available
Spring 2020	16	3.205
Fall 2020	17	No data available
Spring 2021	13	3.23



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was not met – no actions were given.

[1/6/21]: No data was available for this assessment period.

[8/19/21]: Mean goal was not met

Actions Taken:

[8/5/20]: No actions were given.

[1/6/21]: None available.

[8/19/21]: Emphasize Written Communication skills in multiple classes across the degree plan. This is especially important as we have higher numbers of International Students enrolling in the program. The requirement that CBI be taken as a pre or co-req to Marketing Management must be enforced and not overridden by Registrar's or others.

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.