



Texas Southern University  
Assessment Plan 2010-2013

Unit Assessment Plan

School of Business

Executive Master of Business Administration

## Introduction

### **Texas Southern University's Mission**

Texas Southern University is a comprehensive metropolitan university. Building on its legacy as a historically black institution, the university provides academic and research programs that address critical urban issues and prepare an ethnically diverse student population to become a force for positive change in a global society.

*In order to achieve this mission, Texas Southern University provides:*

- quality instruction in a culture of innovative teaching and learning
- basic and applied research and scholarship that is responsive to community issues
- opportunities for public service that benefit the community and the world.

### **Texas Southern University's Vision**

Texas Southern University will become one of the nation's pre-eminent comprehensive metropolitan universities. We will be recognized by the excellence of our programs, the quality of our instruction, our innovative research, and our desire to be a contributing partner to our community, state, nation, and world.

### ***Accreditation Standards***

Accreditation by Southern Association of Colleges and Schools Commission on Colleges (SACS) Commission on Colleges signifies that the institution: (1) has a mission appropriate to higher education, (2) has resources, programs, and services sufficient to accomplish and sustain that mission, and (3) maintains clearly specified educational objectives that are consistent with its mission and appropriate to the degrees it offers, and that indicate whether it is successful in achieving its stated objectives.

*Source: The Principles of Accreditation: Foundations for Quality Enhancement, 5<sup>th</sup> edition*

## **Goal 1 Assessment Plan 2010-11 to 2012-13**

### **1 Goal Description**

Goal 1

Students will demonstrate competency in and knowledge of advanced business concepts related to the business disciplines.

### **2 SLO Student Learning Outcomes/Objectives**

SLO 1.1

Students will demonstrate an understanding of advanced managerial accounting concepts.

SLO 1.2

Students will demonstrate an understanding of advanced finance concepts.

SLO 1.3

Students will demonstrate an understanding of advanced managerial concepts.

SLO 1.4

Students will demonstrate an understanding of advanced marketing concepts.

SLO 1.5

Students will demonstrate an understanding of advanced strategic integration concepts.

### **3 Metric**

Metric 1.1

ETS Major Field Test-MBA Scores

Metric 1.2

ETS Major Field Test-MBA Scores

Metric 1.3

ETS Major Field Test-MBA Scores

Metric 1.4

ETS Major Field Test-MBA Scores

Metric 1.5

ETS Major Field Test-MBA Scores

### **4 Target 2010-11**

Target 1.1

Students will achieve a minimum mean percent correct of (40) or higher on the managerial accounting assessment indicator.

Target 1.2

Students will achieve a minimum mean percent correct of (40) or higher on the finance assessment indicator.

Target 1.3

Students will achieve a minimum mean percent correct of (40) or higher on the management assessment indicator.

Target 1.4

Students will achieve a minimum mean percent correct of (40) or higher on the marketing assessment indicator.

Target 1.5

Students will achieve a minimum mean percent correct of (40) or higher on the strategy assessment indicator.

### **5 Findings 2010-11**

Findings 1.1

Students achieved a mean percent correct of (35) and did not meet the target score on the managerial accounting assessment indicator.

**Findings 1.2**

Students achieved a mean percent correct of (34) and did not meet the target score on the finance assessment indicator.

**Findings 1.3**

Students achieved a mean percent correct of (46) and exceeded the target score on the management assessment indicator.

**Findings 1.4**

Students achieved a mean percent correct of (49) and exceeded the target score on the marketing assessment indicator.

**Findings 1.5**

Students achieved a mean percent correct of (42) and exceeded the target score on the strategy assessment indicator.

**6 Action Plan 2010-11****2010-2011 Action Plan 1.1**

Scheduled accounting finance courses in sequence.  
Reviewed student evaluations of instruction.

**2010-2011 Action Plan 1.2**

Monitored student performance for continued improvement.

**2010-2011 Action Plan 1.3**

Monitored student performance for continued improvement.

**2010-2011 Action Plan 1.4**

Scheduled accounting finance courses in sequence.  
Reviewed student evaluations of instruction.

**2010-2011 Action Plan 1.5**

Scheduled accounting finance courses in sequence.  
Reviewed student evaluations of instruction.

**7 Target 2011-12****Target 1.1**

Students will achieve a minimum mean percent correct of (40) or higher on the managerial accounting assessment indicator.

**Target 1.2**

Students will achieve a minimum mean percent correct of (40) or higher on the finance assessment indicator.

**Target 1.3**

Students will achieve a minimum mean percent correct of (40) or higher on the management assessment indicator.

**Target 1.4**

Students will achieve a minimum mean percent correct of (40) or higher on the marketing assessment indicator.

**Target 1.5**

Students will achieve a minimum mean percent correct of (40) or higher on the strategy assessment indicator.

**8 Findings 2011-12****Findings 1.1**

Students achieved a mean percent correct of (38) and did not meet the target score on the managerial accounting assessment indicator.

#### Findings 1.2

Students achieved a mean percent correct of (33) and did not meet the target score on the finance assessment indicator.

#### Findings 1.3

Students achieved a mean percent correct of (44) and exceeded the target score on the management assessment indicator.

#### Findings 1.4

Students achieved a mean percent correct of (45) and exceeded the target score on the marketing assessment indicator.

#### Findings 1.5

Students achieved a mean percent correct of (38) and did not meet the target score on the strategy assessment indicator.

### **9 Action Plan 2011-12**

#### 2011-2012 Action Plan 1.1

Monitored student performance for continued improvement.

#### 2011-2012 Action Plan 1.2

Continued to monitor test results.

#### 2011-2012 Action Plan 1.3

Continued to monitor test results.

#### 2011-2012 Action Plan 1.4

Monitored student performance for continued improvement.

#### 2011-2012 Action Plan 1.5

Monitored student performance for continued improvement.

### **10 Target 2012-13**

#### Target 1.1

Students will achieve a minimum mean percent correct of (40) or higher on the managerial accounting assessment indicator.

#### Target 1.2

Students will achieve a minimum mean percent correct of (40) or higher on the finance assessment indicator.

#### Target 1.3

Students will achieve a minimum mean percent correct of (40) or higher on the management assessment indicator.

#### Target 1.4

Students will achieve a minimum mean percent correct of (40) or higher on the marketing assessment indicator.

#### Target 1.5

Students will achieve a minimum mean percent correct of (40) or higher on the strategy assessment indicator.

### **11 Findings 2012-13**

#### Findings 1.1

Students achieved a mean percent correct of (33) and did not meet the target score on the managerial

accounting assessment indicator.

#### Findings 1.2

Students achieved a mean percent correct of (31) and did not meet the target score on the finance assessment indicator.

#### Findings 1.3

Students achieved a mean percent correct of (42) and exceeded the target score on the management assessment indicator.

#### Findings 1.4

Students achieved a mean percent correct of (42) and exceeded the target score on the marketing assessment indicator.

#### Findings 1.5

Students achieved a mean percent correct of (34) and did not meet the target score on the strategy assessment indicator.

### **12 Action Plan 2012-13**

#### 2012-2013 Action Plan 1.1

Reviewed course syllabi and increased the rigor of the MBA core.

#### 2012-2013 Action Plan 1.2

Reviewed course syllabi and increased the rigor of the MBA core.

#### 2012-2013 Action Plan 1.3

Reviewed course syllabi and increased the rigor of the MBA core.

#### 2012-2013 Action Plan 1.4

Reviewed course syllabi and increased the rigor of the MBA core.

#### 2012-2013 Action Plan 1.5

Reviewed course syllabi and increased the rigor of the MBA core.

### **13 Additional Reference Documents**

#### R.1.1

ETS Scores â MBA students

#### R.1.2

ETS Scores â MBA students

#### R.1.3

ETS Scores â MBA students

#### R.1.4

ETS Scores â MBA students

#### R.1.5

ETS Scores â MBA students

[1.1, 1.2, 1.3, 1.4, 1.5 ETS MBA Scores](#) [PDF 177 KB 10/29/13]

## **Goal 2 Assessment Plan 2010-11 to 2012-13**

### **1 Goal Description**

Goal 2

Students will prepare and present business material orally and in writing.

### **2 SLO Student Learning Outcomes/Objectives**

SLO 2.1

Students will demonstrate well organized memos, reports, critiques, recommendations and presentations.

SLO 2.2

Students will demonstrate appropriate style and tone in memos, reports, critiques, recommendations and presentations.

### **3 Metric**

Metric 2.1

Course-embedded assignment in BADM 630

Metric 2.2

Course-embedded assignment in BADM 630

### **4 Target 2010-11**

Target 2.1

70% of the students will score 70% or higher

Target 2.2

70% of the students will score 70% or higher

### **5 Findings 2010-11**

Findings 2.1

98% of the students scored 70% or higher and exceeded the minimum performance standard.

Findings 2.2

100% of the students scored 70% or higher and exceeded the minimum performance standard.

Team-based assignment

### **6 Action Plan 2010-11**

2010-2011 Action Plan 2.1

Monitored student performance for continued improvement.

2010-2011 Action Plan 2.1

Monitored student performance for continued improvement.

### **7 Target 2011-12**

Target 2.1

70% of the students will score 70% or higher

Target 2.2

70% of the students will score 70% or higher

### **8 Findings 2011-12**

Findings 2.1

94% of the students scored 70% or higher and exceeded the minimum performance standard.

Findings 2.2

94% of the students scored 70% or higher and exceeded the minimum performance standard.

### **9 Action Plan 2011-12**

2011-2012 Action Plan 2.1

Continued to strengthen course and monitored assignments.

## 2011-2012 Action Plan 2.2

Continued to strengthen course and monitored assignments.

### 10 Target 2012-13

#### Target 2.1

70% of the students will score 70% or higher

#### Target 2.2

70% of the students will score 70% or higher

### 11 Findings 2012-13

#### Findings 2.1

90% of the students scored 70% or higher and exceeded the minimum performance standard.

#### Findings 2.2

90% of the students scored 70% or higher and exceeded the minimum performance standard.

### 12 Action Plan 2012-13

#### 2012-2013 Action Plan 2.1

Continued to strengthen course and monitored assignments.

#### 2012-2013 Action Plan 2.2

Continued to strengthen course and monitored assignments.

### 13 Additional Reference Documents

#### R.2.1

BADM 630 Assessment Data Analysis, course syllabus, and grading rubric for oral assignment

#### R.2.2

BADM 630 Assessment Data Analysis, course syllabus, and grading rubric for oral assignment

[2.1 & 2.2 BADM 630-2010-2011-Assessment Data Analysis](#) [PDF 23 KB 6/14/13]

[2.1 & 2.2 BADM 630-2010-2011-Course Syllabus](#) [PDF 165 KB 6/14/13]

[2.1 & 2.2 BADM 630-2010-2011-Rubric](#) [PDF 132 KB 6/14/13]

[2.1 & 2.2 BADM 630-2011-2012-Assessment Data Analysis](#) [PDF 82 KB 6/14/13]

[2.1 & 2.2 BADM 630-2011-2012-Assignments](#) [PDF 65 KB 6/14/13]

[2.1 & 2.2 BADM 630-2011-2012-Course Syllabus](#) [PDF 750 KB 6/14/13]

[2.1 & 2.2 BADM 630-2012-2013-Assessment Data Analysis](#) [PDF 71 KB 6/14/13]

[2.1 & 2.2 BADM 630-2012-2013-Course Syllabus](#) [PDF 712 KB 6/14/13]

[2.1 BADM 630-2012-2013-Assignment](#) [PDF 66 KB 6/14/13]

[2.2 BADM 630-2012-2013-Assignment](#) [PDF 56 KB 6/14/13]



**Goal 3 Assessment Plan 2010-11 to 2012-13****1 Goal Description**

Goal 3

Students will solve complex business problems.

**2 SLO Student Learning Outcomes/Objectives**

SLO 3.1

Students will demonstrate competency in the use of quantitative analysis to solve problems and make decisions.

**3 Metric**

Course-embedded test in ACCT 631

**4 Target 2010-11**

70% of the students will score 80% or higher

**5 Findings 2010-11**

29% of the students scored 80% or higher and did not meet the minimum performance standard.

**6 Action Plan 2010-11**

2010-2011 Action Plan

Assigned additional online practice problems.

Increased in-class discussion and problem solving related to cost budgeting and variance analysis.

**7 Target 2011-12**

70% of the students will score 80% or higher

**8 Findings 2011-12**

85% of the students scored 80% or higher and exceeded the minimum performance standard.

**9 Action Plan 2011-12**

2011-2012 Action Plan

Continued to strengthen course and monitor test results.

**10 Target 2012-13**

70% of the students will score 80% or higher

**11 Findings 2012-13**

83% of the students scored 80% or higher and exceeded the minimum standard performance.

**12 Action Plan 2012-13**

2012-2013 Action Plan

Continued to strengthen course and monitor assignments.

**13 Additional Reference Documents**

R.3.1

ACCT 631 Assessment Data Analysis, Test, and Course Syllabus

[3.1 & 3.2 MKTG 430-2010-2011-Course Syllabus](#) [PDF 109 KB 6/14/13]

[3.1 ACCT 631-2010-2011-Assessment Data Analysis](#) [PDF 258 KB 6/14/13]

[3.1 ACCT 631-2010-2011-Course Syllabus](#) [PDF 252 KB 6/14/13]

[3.1 ACCT 631-2010-2011-Test](#) [PDF 471 KB 6/14/13]

[3.1 ACCT 631-2011-2012-Assessment Data Analysis](#) [PDF 43 KB 6/14/13]

[3.1 ACCT 631-2011-2012-Course Syllabus](#) [PDF 177 KB 6/14/13]

[3.1 ACCT 631-2011-2012-Test](#) [PDF 1,221 KB 6/14/13]

[3.1 ACCT 631-2012-2013-Assessment Data Analysis](#) [PDF 45 KB 6/14/13]

[3.1 ACCT 631-2012-2013-Course Syllabus](#) [PDF 144 KB 6/14/13]

[3.1 ACCT 631-2012-2013-Test](#) [PDF 323 KB 6/14/13]

## **Goal 4 Assessment Plan 2010-11 to 2012-13**

### **1 Goal Description**

Goal 4

Students will demonstrate an understanding of information technology concepts and ability to use IT systems to support business decision-making.

### **2 SLO Student Learning Outcomes/Objectives**

SLO 4.1

Students will demonstrate an understanding of enterprise systems; the architecture of the system and benefits to organizations.

SLO 4.2

Students will demonstrate an understanding of enterprise systems to the different functional areas.

SLO 4.3

Students will demonstrate an understanding of the use of enterprise systems to support organizational strategy and daily operations.

### **3 Metric**

Metric 4.1

Course-embedded quizzes in MGSC 671

Metric 4.2

Course-embedded quizzes in MGSC 671

Metric 4.3

Course-embedded quizzes in MGSC 671

### **4 Target 2010-11**

Target 4.1

70% of the students will score 70% or higher

Target 4.2

70% of the students will score 70% or higher

Target 4.3

70% of the students will score 70% or higher

### **5 Findings 2010-11**

Findings 4.1

84% of the students scored 70% or higher and exceeded the minimum performance standard.

Findings 4.2

84% of the students scored 70% or higher and exceeded the minimum performance standard.

Findings 4.3

84% of the students scored 70% or higher and exceeded the minimum performance standard.

### **6 Action Plan 2010-11**

2010-2011 Action Plan 4.1

Monitored student performance for continuous improvement.

2010-2011 Action Plan 4.2

Monitored student performance for continuous improvement.

2010-2011 Action Plan 4.3

Monitored student performance for continuous improvement.

### **7 Target 2011-12**

Target 4.1

70% of the students will score 70% or higher

Target 4.2

70% of the students will score 70% or higher

Target 4.3

70% of the students will score 70% or higher

## **8 Findings 2011-12**

Findings 4.1

78% of the students scored 70% or higher and exceeded the minimum performance standard.

Findings 4.2

89% of the students scored 70% or higher and exceeded the minimum performance standard.

Findings 4.3

71% of the students scored 70% or higher and exceeded the minimum performance standard.

## **9 Action Plan 2011-12**

2011-2012 Action Plan 4.1

Continued to strengthen course and monitor quiz results.

2011-2012 Action Plan 4.2

Continued to strengthen course and monitor quiz results.

2011-2012 Action Plan 4.3

Continued to strengthen course and monitor quiz results.

## **10 Target 2012-13**

Target 4.1

70% of the students will score 70% or higher

Target 4.2

70% of the students will score 70% or higher

Target 4.3

70% of the students will score 70% or higher

## **11 Findings 2012-13**

Findings 4.1

76% of the students scored 70% or higher and exceeded the minimum performance standard.

Findings 4.2

76% of the students scored 70% or higher and exceeded the minimum performance standard.

Findings 4.3

100% of the students scored 70% or higher and exceeded the minimum performance standard.

## **12 Action Plan 2012-13**

2012-2013 Action Plan 4.1

Continued to strengthen course and monitor assignments.

2012-2013 Action Plan 4.2

Continued to strengthen course and monitor assignments.

2012-2013 Action Plan 4.3

Continued to strengthen course and monitor assignments.

## **13 Additional Reference Documents**

R.4.1

## MGSC 671 Assessment Data Analysis, Course Syllabus, Quizzes

### R.4.2

## MGSC 671 Assessment Data Analysis, Course Syllabus, Quizzes

### R.4.3

## MGSC 671 Assessment Data Analysis, Course Syllabus, Quizzes

- [4.1 MGSC 671-2010-2011-Case Analysis](#) [PDF 1,032 KB 6/14/13]
- [4.1 MGSC 671-2010-2011-Course Syllabus](#) [PDF 457 KB 6/14/13]
- [4.1 MGSC 671-2011-2012-Quizzes](#) [PDF 207 KB 6/14/13]
- [4.1, 4.2 & 4.3 MGSC 671-2010-2011-Assessment Data Analysis](#) [PDF 56 KB 6/14/13]
- [4.1, 4.2 & 4.3 MGSC 671-2011-2012-Course Syllabus](#) [PDF 177 KB 6/14/13]
- [4.1, 4.2 & 4.3 MGSC 671-2012-2013-Assessment Data Analysis](#) [PDF 166 KB 6/14/13]
- [4.1, 4.2 & 4.3 MGSC 671-2012-2013-Course Syllabus](#) [PDF 186 KB 6/14/13]
- [4.1, 4.2 & 4.3 MGSC 671-2012-2013-Dashboard Exercise](#) [PDF 244 KB 6/14/13]
- [4.1, 4.2 & 4.3 MGSC 671-2012-2013-Quiz 1](#) [PDF 95 KB 6/14/13]
- [4.1, 4.2 & 4.3 MGSC 671-2012-2013-Quiz 2](#) [PDF 142 KB 6/14/13]
- [4.1, 4.2 & 4.3-MGSC 671-2011-2012-Assessment Data Analysis](#) [PDF 74 KB 6/14/13]
- [4.2 MGSC 671-2011-2012-Quiz](#) [PDF 39 KB 6/14/13]
- [4.3 MGSC 671-2011-2012-Assignment](#) [PDF 36 KB 6/14/13]

