CBA MBA Goals and Outcomes

Assessment Strategy
The College of Business Administration’s strategy is to continue development of the procedures implemented during past academic years in order to obtain long-term, comparison data.

College Objectives and Assessment Procedures for Each Objective
The MBA program of the College of Business Administration has the following objectives and intended outcomes:

1. Business environment
MBA students will acquire knowledge of political, technological, and social environments in which businesses and organizations must operate.

Criteria for Success of this Outcome:
1a. 75% of our MBA students and their employers will agree or strongly agree (on survey instruments) that the MBA program developed skills and knowledge in using new technologies, recognizing ethical issues, managing change and understanding international perspectives.
1b. 75% of our MBA students and their employers will agree or strongly agree (on survey instruments) that the MBA program developed leadership and teamwork skills and knowledge.
1c. Students taking the ETS MBA Exam will score in the 75th percentile or higher based on mean percent correct in the marketing and management sections of the exam.

2. Communication skills
MBA students will acquire the skills and standards that are in demand by employers including leadership, teamwork and communication.

Criteria for Success of this Outcome:
2a. 75% of MBA students will agree or strongly agree that the MBA program helped develop their writing, public speaking, group work, and leadership skills.
2b. 75% of employers surveyed will agree or strongly agree with the statement: Our company is satisfied with the level of writing and presentation skills of MBA graduates.
2c. Students taking the ETS MBA Exam will score in the 75th percentile or higher based on mean percent correct in the strategic integration section of the exam.

3. Critical thinking
MBA graduates will have the ability to understand and apply quantitative and qualitative reasoning in order to solve complex business problems.

Criteria for Success of this Outcome:
3a. 75% of MBA students will agree or strongly agree (on survey instruments) that CBA developed their problem solving skills and their ability to apply math and statistical skills.
3b. Students taking the ETS MBA Exam will score in the 75th percentile or higher based on mean percent correct in the finance and accounting sections of the exam.
3c. 75% of employers surveyed will agree or strongly agree with the statement: Our company is satisfied with MBA program graduates’ problem solving abilities and their ability to analyze/discuss ideas and issues.

4. Overall preparation
MBA graduates will be well prepared for employment or advancement in their chosen field.

Criteria for Success of this Outcome:
4a. 75% of MBA students, alumni, employers, and faculty will agree or strongly agree (on survey instruments) that CBA provides good preparation for a career or further education.
4b. 75% of MBA students will strongly agree/agree on the MBA Exit Survey that they feel well prepared for employment/advancement
4c. 60% of students taking the ETS MBA Exam will score above the national average
CBA MA Goals and Outcomes

Assessment Strategy
The College of Business Administration’s strategy is to continue development of the procedures implemented during past academic years in order to obtain long-term, comparison data.

College Objectives and Assessment Procedures for Each Objective
The MA program of the College of Business Administration has the following objectives and intended outcomes:

1. Depth of knowledge
Graduates will demonstrate a depth of knowledge in one of three majors (Finance, Management, Marketing).

Criteria for Success of this Outcome:
1a. According to the Graduate Assistant survey, 75% of students will strongly agree or agree that CBA provides adequate academic preparation for its Master’s students.

2. Students will be prepared for the Ph.D program

Criteria for Success of this Outcome:
2a. According to the Graduate Assistant survey, 75% of students will strongly agree or agree that CBA has adequate standards (and rigor) in its Master’s degree programs.

2b. 75% of students pursuing a PhD after receiving the MA will be accepted to a program externally rated equal to or greater than that of the respective program at the University of Nebraska.

3. Students will be well prepared for careers outside of academia that require advanced analytical and communication skills

Criteria for Success of this Outcome:
3a. According to the graduate assistant survey, 75% of students will strongly agree or agree that CBA provides adequate job or career preparation for its Master’s students.

3b. 75% of graduates responding to the Alumni survey will report that they were well prepared for employment in their chosen field.
CBA Ph.D. Goals and Outcomes

Assessment Strategy
The College of Business Administration’s strategy is to continue development of the procedures implemented during past academic years in order to obtain long-term, comparison data.

College Objectives and Assessment Procedures for Each Objective
The Ph.D. program of the College of Business Administration has the following objectives and intended outcomes:

1. Depth of knowledge
Graduates students will demonstrate a depth of knowledge in one of four majors (Accounting, Finance, Management, Marketing).

Criteria for Success of this Outcome:
1a. For departments that administer first year and comprehensive exams, 80% of students will pass
1b. According to the Graduate Assistant survey, 80% of students will strongly agree or agree that CBA provides adequate academic preparation for its PhD students.

2. Graduates will exhibit strong research and analysis skills
Criteria for Success of this Outcome:
2a. According to the Graduate Assistant survey, 80% of students will strongly agree or agree that CBA assisted in their development of each of the following: research literature and methods, data analysis, academic writing, and conducting research projects.
2b. 66% of students will have at least one article submitted for publication in a refereed journal at the time of graduation.

3. Graduates choosing to teach will be highly competitive in the collegiate teaching market.
Criteria for Success of this Outcome:
3a. According to the graduate assistant survey, 80% of students will strongly agree or agree that CBA provides adequate teaching preparation and job placement for its PhD students.
3b. 80% of graduates contacted one year after graduation will report employment in the field of teaching at a college or university.
CBA Economics Ph.D. Goals and Outcomes

Assessment Strategy

The College of Business Administration’s strategy is to continue development of the procedures implemented during past academic years in order to obtain long-term, comparison data.

College Objectives and Assessment Procedures for Each Objective

1. Depth of knowledge
   Graduates will demonstrate a depth of knowledge.

Criteria for Success of this Outcome:
1a. Each year, 80% of students will pass first-year and comprehensive exams on the first attempt.
1b. Teaching evaluations will be commensurate with the department average for “Overall instructor knowledge.”
1c. According to the Graduate Assistant survey, 80% of students will strongly agree or agree that CBA provides adequate academic preparation for its PhD students.

2. Graduates will exhibit strong research and analysis skills

Criteria for Success of this Outcome:
2a. According to the Graduate Assistant survey, 80% of students will strongly agree or agree that CBA assisted in their development of each of the following: research literature and methods, data analysis, academic writing, and conducting research projects.
2b. X% of students will have at least one article accepted for publication in a refereed journal at the time of graduation.

2c. X% of graduates will have at least X articles accepted for publication in refereed journals two years after graduation.

3. Graduates choosing to teach will be highly competitive in the collegiate teaching market.

Criteria for Success of this Outcome:
3a. According to the graduate assistant survey, 80% of students will strongly agree or agree that CBA provides adequate teaching preparation and job placement for its PhD students.
3b. 80% of graduates contacted one year after graduation will report employment in the field of teaching at a college or university.
3c. X% of graduates per year will receive placement at a peer institution.