

Q1.

Please complete the program assessment plan. The format is similar to the one for the 2016 plans. If you need assistance, please contact the Office of Assessment. You can enter the data and return to complete, using the same computer and original link. Once you submit, that action is final. You will receive a copy of your submittal.

Be sure to review academic program outcomes for appropriate rigor (Bloom's taxonomy) and assessable results. Avoid vague or general statements that cannot be quantified or measured.

The update of Academic Program Assessment Plans (AY 2019-2021) are due by September 30, 2019.

Q2. Person completing the report

Dr. Ashley Elmore

Q3. Email address of person completing the report

elmorea@georgia.edu

Q4. Program Name

MBA

Q5. School or Department

- School of Arts and Sciences
- School of Business and Digital Media
- School of Education
- other, please specify

Q6. Level of Program

- Undergraduate Major
- Graduate-Masters
- Graduate-certificate only
- Undergraduate-University wide
- other, please specify

**Q7. Assessment Plan for years**

- Fall 2019 through Fall 2022
- Fall 2020 through Fall 2023
- Fall 2021 through Fall 2024

**Q8. Indicate the name of the major(s), minor(s), and the associated degree(s) for this academic program.**

Major(s)	<input type="text"/>
Degree(s)	<input type="text" value="MBA"/>
Minor(s)	<input type="text"/>

**Q9. State your learning outcomes**

- Learning Outcome (LO) 1
- Learning Outcome (LO) 2
- Learning Outcome (LO) 3
- Learning Outcome (LO) 4
- Learning Outcome (LO) 5

**Q10. Related USLG-Undergraduate Student Learning Goals. Align the program learning outcomes stated above with the associated USLG.**

*This question was not displayed to the respondent.*

**Q11. Related GSLG-Graduate Student Learning Goals. Align the learning outcomes stated above with the associated GSLG.**

	Knowledge	Scholarly Inquiry	Communication	Ethical Leadership	GCU/Mercy Mission Integration
Learning Outcome 1	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcome 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Learning Outcome 5	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q12. Related BRIDGE-General Education Goals**

*This question was not displayed to the respondent.*

**Q13. Related Accreditation Standard (if applicable)**

- Learning Outcome (LO) 1
- Learning Outcome (LO) 2
- Learning Outcome (LO) 3
- Learning Outcome (LO) 4
- Learning Outcome (LO) 5

**Q14. Course Mapping.** Program Courses and Experiential Learning mapping to Program Outcomes. Map all program courses to the program's learning outcomes here. List courses with short catalog name, i.e. EN101. Please check to see if all program courses are mapped to at least one program outcome.

**How do students learn this? In what course(s) and/or co-curricular experience(s)?**

- Learning Outcome (LO) 1
- Learning Outcome (LO) 2
- Learning Outcome (LO) 3
- Learning Outcome (LO) 4
- Learning Outcome (LO) 5

**Q15.**  
**Formative Assessment** will occur in.....  
(Designate the selected course from above mapping where evidence will be collected.)

Learning Outcome (LO) 1

Presentations in BU602 / BU602 / BU691, Written assignment in BU604

Learning Outcome (LO) 2

AC602 exam, EC611 exam, BU628 exam, BU609 assignment, BU626 exam

Learning Outcome (LO) 3

Group activities in BU604 / BU609

Learning Outcome (LO) 4

Written assignment in BU604

Learning Outcome (LO) 5

course project in BU602

Q16.

**Summative Assessment** will occur in.....

(Designate the selected course from above mapping where evidence will be collected.)

Learning Outcome (LO) 1

Capstone presentation BU691& Course project in BU691, and course project in BU628

Learning Outcome (LO) 2

Capstone Project, MFT, section score on MFT for accounting, economics, finance, management, marketing, and application

Learning Outcome (LO) 3

Group project in BU691

Learning Outcome (LO) 4

Project in BU691

Learning Outcome (LO) 5

Semester project in BU691

Q17. **Assessment Protocol.** How and when do you assess the achievement of all students in your program before they graduate and record the results of your assessment.

**Formative Assessment**

	LO 1	LO2	LO3	LO4	LO5
Direct Evidence					
Indirect Evidence					

Q18. **Assessment Protocol.** How and when do you assess the achievement of all students in your program before they graduate and record the results of your assessment.

**Summative Assessment**

	LO 1	LO2	LO3	LO4	LO5
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Direct Evidence	90% of the students present their capstone projects in a manner that shows preparation and practice (scores of 90+) using the Group Strategic Planning Presentation Rubric	All students will score at or within one stanine of the national mean in all content areas of the ETS On the MFT, the average correct mean in each subject section exceeds 40% for the exam cohort	At least 90% of students should receive a 3 or 4 out of 5	at least 90% of students should receive above an 80% on the exam or assignment; at least 90% of students should receive a 3 out of 4 or 4 out of 5 on rubric scales	BU691 capstone project blind evaluations exceed 3 in the areas related to use of technology for data analysis
Indirect Evidence	previously used SIR	previously used SIR	previously used SIR	previously used SIR	previously used SIR

**Q19. What do you consider satisfactory achievement of this outcome? Why?**

**Formative Assessment**

	LO 1	LO2	LO3	LO4	LO5
Direct Evidence Benchmark	90% of BU691 capstone project blind evaluations exceed 3.0 for aspects related to organization and content.	90% of BU691 capstone project blind evaluations exceed 3.0 in the areas related to understanding of the business environment.		In BU604, all students will apply ethical principles to a business context in a written article and presentation. Students will be assessed on their research of the assignment ethics case and their ability to present the topic effectively	In BU602, all students will analyze large datasets using a business analytics tool such as Tableau.
Indirect Evidence Benchmark	previously used SIR	previously used SIR	previously used SIR	previously used SIR	previously used SIR

**Q20. What do you consider satisfactory achievement of this outcome? Why?**

**Summative Assessment**

	LO 1	LO2	LO3	LO4	LO5
Direct Evidence Benchmark	at least 90% of students should receive above an 80% on the exam or assignment	at least 90% of students should receive above an 80% on the exam or assignment; the average % mean correct should be within one standard deviation of the	at least 90% of students should receive a 3 out of 4 or 4 out of 5 on rubric scales	at least 90% of students should receive above an 80% on the exam or assignment; at least 90% of students should receive a 3 out of 4 or 4 out of 5 on rubric scales	at least 90% of students should receive above an 80% on the exam or assignment
Indirect Evidence Benchmark					

**Q21. Program Assessment Time Frame:** Time Frame for Assessing the outcome.

Indicate the year of the plan where the data will be collected. Also indicate if data will be collected annually. This is helpful for gathering assessment artifacts from small classes or groups.

	Year 1 of Plan	Year 2 of Plan	Year 3 of Plan	Data collected annually
Learning Outcome 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 4	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 5	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

#### Location Data

**Location:** ([40.088104248047](#), [-74.196296691895](#))

**Source:** GeoIP Estimation

