

Program: Masters in Business Administration

Year: 2009-2010

Department/College: College of Business and Economics

(a) Organizational Changes:

Associate Dean

Jagdish Agrawal

Chair, Department of Marketing/Entrepreneurship

Joanna Lee

Chair, Department of Accounting/Finance:

Micah Frankel

Chair, Department of Economics

Leo Kahane

(b) Faculty Changes: Three tenure-track faculty resigned since July 1, 2009.

(c) CBE Faculty or Program Awards and Honors:

- Dean Terri Swartz was selected as one of San Francisco Business Times' Most Influential Women in Business in the Bay Area.
- Dr. Nancy Mangold was chosen by the Security & Exchange Commission to be a 2009-2010 SEC Accounting Academic Fellow and to work in Washington, D.C. with the SEC for the year.
- Dr. Yi He was selected as one of the four recipients of 2010 Wang Family scholarship of CSU.
- Grants: Dr. Nan Maxwell: "Evaluation of the California Science and Technology Policy Fellowship Program." 2010-2014. (\$56,250) California Council on Science and Technology; and "Developing and Piloting a Model for Analyzing the Economic Returns of Professional Science Master's (PSM) Degree Programs." 2010. (\$45,000) Alfred P. Sloan Foundation.
- Scholarship: Dr. Jane Lopus: Fulbright Scholar to the Academy of Economic Studies in Bucharest Romania in 2010

(d) Curriculum Changes:

The Master's in Business Administration (MBA) is an interdisciplinary degree that draws required coursework from all 4 departments in the CBE with courses offered in multiple locations including Moscow, Russia. The MBA program went through a comprehensive revision in 2008-2009 based on Outcomes Assessment feedback and a review of other MBA programs. The new program reflects a complete departure from the old program, which had a specialization focus with the majority of the units taken in the option/specialization. The revision represents a move toward an MBA with a general management focus with most courses taken as core requirements. The resulting MBA degree program requires a total of 13 (10 core and 3 elective) plus 3 fundamental courses (note: fundamental courses can be waived through testing). Three themes run through the revised MBA curriculum: globalization, innovation and sustainability. Students may choose one of seven areas of concentration for three electives, or pursue a "no option" program. In Moscow the MBA program offers one option in Strategy and International Business.

(d) Faculty Assigned time and Instructional Coverage:

The program draws on all faculty in the CBE, which has 60 TT/tenured faculty excluding Dean and Associate Dean. Their expected teaching load was 537 sections. They taught 396 sections. Additionally, part time faculty taught 61 sections. Assigned time of 141 sections was distributed as follows: assessment (3); research support committed by faculty contract (44 sections); administrative (dept chairs/program heads); (33); reimbursed assigned time (22); unpaid leave of absence (15); sabbatical (15); maternity/paternal leave (6); medical leave: (3); and advance quarter off (3). It should be noted that faculty teach in multiple programs in the CBE.

(e) **Outcomes Assessment, Enrollment data:** Outcomes Assessment is coordinated centrally throughout the CBE and more a detailed reporting for each program in the College can be located at: www.hire.csuhayward.edu/hire/labor/ProgAssPapers.asp. A copy of the report containing a compilation of the 5-year change is attached as is a 1-page program summary.

(f) **New Tenure Track Requests:** None.

Summary of Outcomes Assessment: MBA

CBE is dedicated to conducting outcome assessments of its programs regularly and has an outcome assessment plan it follows. It conducts outcome assessments through a variety of indirect (surveys of graduating students, alumni, and employers) and direct (exams, essays, standardized tests, etc.) measures. A summary of the most current results is presented below:

Student Exit Survey: The Student Perspective on the MBA program

- Over 70 percent of respondents were either satisfied or very satisfied with their education.
- Over 65 percent were satisfied with the quality of faculty and the overall learning environment.
- More often than not, students were concerned of the quality of fellow students, quality of academic advising, and career planning advisement.
- Graduate students (60-70%) were less likely than undergraduates (over 90%) or international students to recommend, recruit, or hire from CBE.

EBI Survey: Comparison of Programs with Other Comparable Institutions

- Students ranked CBE's MBA program as the lowest or the second lowest in thirteen out of fifteen categories that measure instructional quality of courses and curriculum, support services and fellow students, and learning outcomes.
- The ranking was similar when compared to schools in its Carnegie class.
- Students felt most prepared in interpersonal skills (69%), but least prepared in the various functional areas of business (33%). In categories of general, technical, and business skills, students' perceived preparation levels were also low with 50 % or less.
- TEMBA students felt more prepared in each area than students in other programs.

Direct Assessment of Learning: Of four categories; Leadership and Teamwork, Integrative and Strategic Perspective, Global Perspective, and Communication, Integrative and Strategic Perspectives showed the lowest proficiency with around 70%. Yet, this category is found to be one of the most important aspects of management education at the master's level.

Employers and Alumni Survey:

- Very few employers selected in the study hired CSUEB MBAs. There may be a need for improving the pool of employers for accurate/relevant representation.
- Employers, more so than alumni, believe a focus on customer is important.
- Only half of alumni felt prepared in environmental constraint skills (customer focus and making decisions in a global environment).
- Alumni generally felt less prepared in accounting, economics, entrepreneurship, finance, human resources, marketing, and strategy, while expressing high level of importance.