



College of Business & Economics

Assurance of Learning

Program Learning Objective (PLO): Globalization
Fall 2014

MBA PLO1; LO1A

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MBA Learning Goal 1: Students who graduate will be global in their perspective when developing business strategies.

Learning Objective:

LO 1A: Students who graduate will identify global business opportunities, analyze global business challenges, and develop business strategies.

Assessed Term: Fall 2014 rescheduled from Spring 2014

Assessed Course: MGMT 6800 San Ramon Campus

Curriculum Alignment:

This is a core course and is typically enrolled with graduating senior students of the MBA program. This course is an integrative capstone experience in which students learn to conduct a strategic situational analysis, identify strategic alternatives, and write an implementation plan for a strategic initiative. Real world organizational opportunities relating to globalization, innovation and sustainability will be emphasized in this course.

Methods and Procedures:

Faculty teaching MGMT 6800 in Fall 2014 decided to use individual written paper assignments as the identified artifact for assessment. These papers are then saved with anonymity for record keeping as examples of artifacts used.

Assessment Measurement Tool Used:

Faculty teaching the course mapped to the learning goal was presented with the CBE version of the rubric and given an option to either modify the existing rubric or replace it entirely. The MBA faculty teaching MGMT 6800, mapped to Globalization, decided to replace the existing rubric entirely with the proposed Globalization rubric to be used for the Fall 2014 assessment (rescheduled from Spring/Summer 2014). The faculty will customize the adopted rubric to better fit CBE's program in the future as needed.

Status of Assessment:

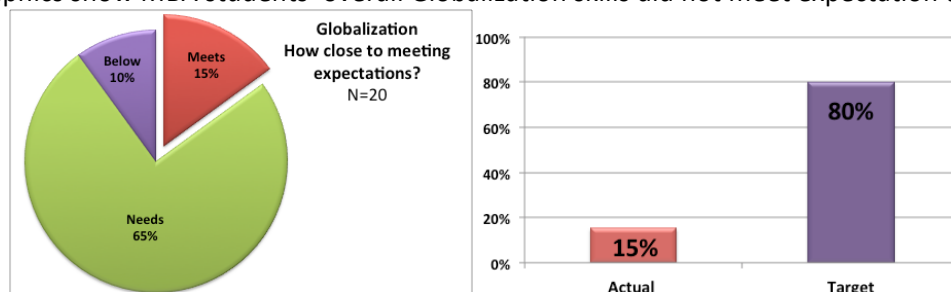
Completed. Data aggregated/analyzed and incorporated in annual report.

Performance Targets:

- 80% of students will meet or exceed expectations.
- Less than 10% of students will score "1" (below) on any "trait" in the rubric.

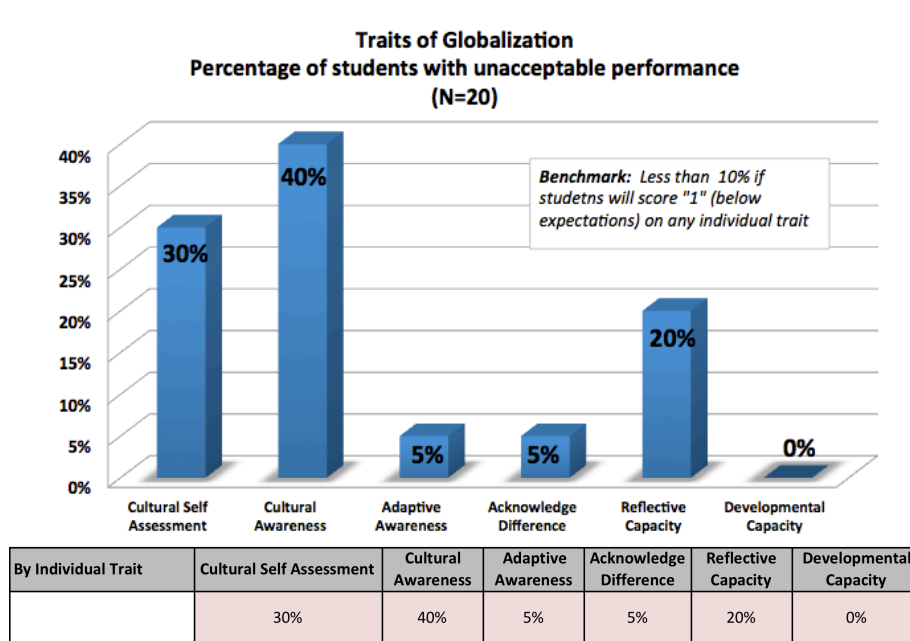
Data Summary & Analysis:

The graphics show MBA students' overall Globalization skills did not meet expectation target.



Comparison scores between Globalization and performance targets were not met. Students fell significantly below the set benchmark.

With regard to the individual components (aka “rubric traits”) of Globalization that are described in detail on the actual measurement tool, our goal was that less than 10% of our students would score “below expectations” on any of the specified components/traits. Targets were not met for individual scores. In particular, students were particularly weak in the following traits: (1) Cultural Awareness, (2) Cultural Self-Assessment, and (3) Reflective Capacity. In these areas, the percentage of students scoring “below expectations” exceeded the 10% threshold, with Cultural Awareness being the trait with the most percentage of students receiving unacceptable scores.

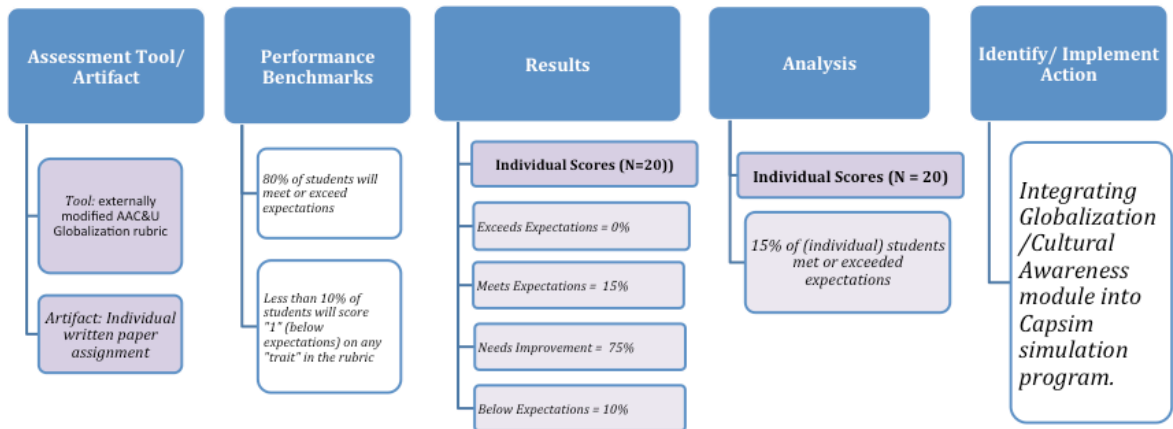
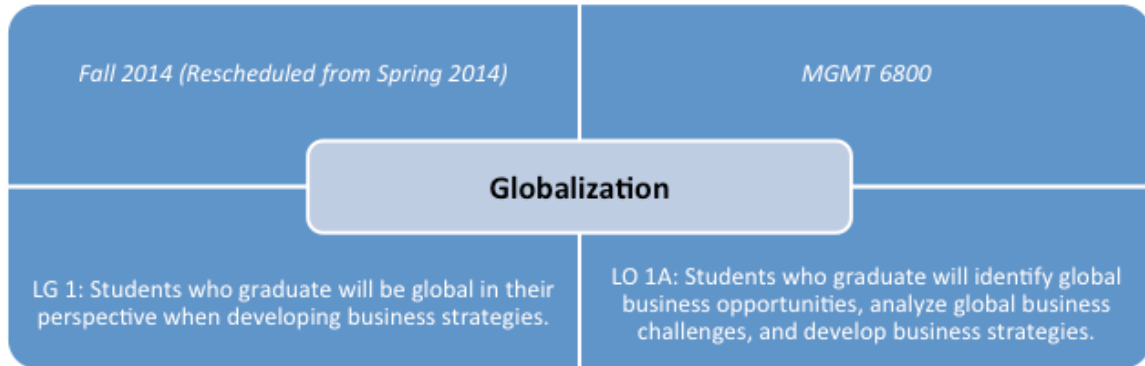


Preliminary Closing the Loop Suggestions:

Discussions with primary faculty teaching this particular course raised awareness regarding the low proficiency numbers regarding the MBA program’s second Learning Goal/Objective.

One suggested idea was to include a “Globalization”/ “Cultural Awareness” module to the graduate program’s required simulation called Capsim. This will further expose students to particular issues around Cultural Awareness, which was identified as the weakest area with 40% of students scoring “below expectations” for this trait.

Assessment Summary: Fall 2014



[End of Report]