



Public Disclosure of Student Learning Form

Institution:	Roseman Univeristy of Health Sciences
Academic Business Unit:	MBA Program
Academic Year:	2015-2016

Report of Student Learning and Achievement
Roseman University of Health Sciences
MBA Program

For Academic Year: 2015-2016

Mission of the Roseman MBA Program
<p><i>Mission Statement:</i> Roseman University of Health Sciences Master of Business Administration program (MBA) prepares graduates to be competent business professionals, responsible leaders, entrepreneurial managers and effective communicators.</p>

Student Learning Assessment for the Master of Business Administration (MBA)

General Program Intended Student Learning Outcomes (core ISLOs)	
1. <i>Competent business professionals (ISLO #1):</i> Students will be able to apply core business concepts and theories from management, marketing, economics, accounting, finance and other business disciplines to business problems and organizational decision making.	
2. <i>Responsible leaders (ISLO #2):</i> Students will be able to demonstrate the knowledge and skills to build and lead productive multicultural teams in an interdisciplinary and collaborative workplace.	
3. <i>Entrepreneurial managers (ISLO #3):</i> Students will be able to apply business disciplinary principles and practices to prepare, present and defend an entrepreneurial business proposal.	
4. <i>Effective communicators (ISLO #4):</i> Students will be able to communicate effectively in writing and speak persuasively to address business issues in organizational settings.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Capstone Business Simulations Assessment</i> Core ISLOs Assessed by this Measure: 1, 3	Based on the Balanced Score Card points earned (with 300 and above to earn the highest rating, (“Expectations Exceeded”), at least eighty percent (80%) of graduating students will achieve a performance rating of “Expectations Met” or higher on the ISLOs that the assessment rubric measures.
2. <i>End-of-Program Summative Assessment</i>	At least eighty percent (80%) of graduating students, after allowance for

Core ISLOs Assessed by this Measure: 1, 2, 3, 4	remediation (“Roseman Model”), will score at least 70% on each subset of assessment questions related to each of the program ISLOs assessed by this measure.																
3. <i>Business Plan Written and Oral Presentation (Individual & Team)</i> Core ISLOs Assessed by Measure: 1, 2, 3, 4	On the rating scale of “Exceeds Expectations,” “Meets Expectations” or “Needs Remediation” evaluation rubric, at least eighty percent (80%) of graduating students completing the written and oral presentation of the business plan, after allowance for remediation (“Roseman Model”), will achieve a rating of “Meets Expectations” or better on the ISLOs assessed by this measure.																
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:																
2. <i>MBA Program Exit Survey</i> Core ISLOs Assessed by this Measure: 1, 2, 3, 4	On the exit survey instrument, at least seventy-five percent (75%) of all graduating students will indicate that they were “somewhat satisfied,” “satisfied” or “very satisfied” in achieving each program ISLO assessed by this measure.																
Summary of Results from Implementing Direct Measures of Student Learning:																	
<p>1. Capstone Business Simulations Assessment: <u>Number of Students Achieving a Balanced Score Card Performance of 200 points or greater (ISLO #3)</u></p> <p><i>Achieving the rating of “Expectations Exceeded”: 45 (80 % of Total)</i> <i>Achieving the rating of “Expectations Met”: 10 (18% of Total)</i> <i>Achieving the rating of “Expectations Not-Met”: 2 (4% of Total)</i></p>																	
<p>2. End-of-Program Summative Assessment: <u>Number of Students Receiving a Rating of “Expectations Met” or “Expectations Exceeded” on Program-ISLO Related Criteria:</u></p> <table data-bbox="210 1136 1197 1477"> <tr> <td><i>Knowledge of Marketing (ISLO #1):</i></td> <td><i>48 (92% of Total)</i></td> </tr> <tr> <td><i>Knowledge of Human Resource Management (ISLO #1):</i></td> <td><i>51 (98% of Total)</i></td> </tr> <tr> <td><i>Knowledge of Leadership Communication (ISLO #4):</i></td> <td><i>50 (96% of Total)</i></td> </tr> <tr> <td><i>Knowledge of Legal Environment (ISLO #1)</i></td> <td><i>40 (77% of Total)</i></td> </tr> <tr> <td><i>Knowledge of Organizational Behavior (ISLO #1)</i></td> <td><i>44 (85% of Total)</i></td> </tr> <tr> <td><i>Knowledge of Economics (ISLO #1)</i></td> <td><i>52 (100% of Total)</i></td> </tr> <tr> <td><i>Knowledge of Finance (ISLO #1)</i></td> <td><i>19 (37% of Total)</i></td> </tr> <tr> <td><i>Knowledge of Accounting (ISLO #1)</i></td> <td><i>50 (96% of Total)</i></td> </tr> </table>		<i>Knowledge of Marketing (ISLO #1):</i>	<i>48 (92% of Total)</i>	<i>Knowledge of Human Resource Management (ISLO #1):</i>	<i>51 (98% of Total)</i>	<i>Knowledge of Leadership Communication (ISLO #4):</i>	<i>50 (96% of Total)</i>	<i>Knowledge of Legal Environment (ISLO #1)</i>	<i>40 (77% of Total)</i>	<i>Knowledge of Organizational Behavior (ISLO #1)</i>	<i>44 (85% of Total)</i>	<i>Knowledge of Economics (ISLO #1)</i>	<i>52 (100% of Total)</i>	<i>Knowledge of Finance (ISLO #1)</i>	<i>19 (37% of Total)</i>	<i>Knowledge of Accounting (ISLO #1)</i>	<i>50 (96% of Total)</i>
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3. Business Plan Written and Oral Presentation (Individual & Team):

Number of Students Receiving a Rating of “Expectations Met” or “Expectations Exceeded” (after allowance for “Roseman Model” remediation):

100% of all students completing the written and oral presentation of the business plan achieved a rating of “Meets Expectations” on the core ISLOs 1, 2, 3 & 4 that the evaluation rubrics measures.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. MBA Program Exit Survey:

Number of Students Rating Their Satisfaction in Achieving the Program ISLOs as “Somewhat Satisfied” or Satisfied” or “Very Satisfied”:

For the 2015-2016 insufficient responses (4 of 52) were received because of attempting to administer the capstone course evaluation and exit survey at the same time. However, of the four, 75% rated their achievement of the ISLOs as “Somewhat Satisfied” or Satisfied” or “Very Satisfied.”

Summary of Achievement of Intended Student Learning Outcomes						
Intended Student Learning Outcomes (ISLOs)	Learning Assessment Measures					
Program ISLOs	Capstone Business Simulations Assessment Performance Target Was...	End of Program Summative Assessment Performance Target Was...	Business Plan Written/Oral Presentation Performance Target Was...		MBA Exit Survey Performance Target Was...	
1. <i>Competent business professionals (ISLO #1): Students will be able to apply core</i>	MET	MET	MET		MET	

<i>business concepts and theories from management, marketing, economics, accounting, finance and other business disciplines to business problems and organizational decision making.</i>						
2. <i>Responsible leaders (ISLO #2): Students will be able to demonstrate the knowledge and skills to build and lead productive multicultural teams in an interdisciplinary and collaborative workplace.</i>		MET			MET	
3. <i>Entrepreneurial managers (ISLO #3): Students will be able to apply business disciplinary principles and practices to prepare, present and defend an entrepreneurial business proposals.</i>	MET	MET	MET		MET	
4. <i>Effective communicators (ISLO #4): Students will be able to communicate effectively in writing and speak persuasively to address business issues in organizational settings.</i>		MET	MET		MET	

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. **Program ISLO 1:** *Because the Captone Business Simulations did not provide the necessary breakdown of student performance in the business functional areas (e.g., accounting, finance, economics, marketing, etc.), starting in the academic year 2016/17, the program will use Comp-XM that will include Capstone simulation and Comp-XM "Board Query" in order to assess students' knowledge and skill in accounting, operations, marketing, strategy and other functional areas. The other learning goals included are:*
 - o Analytical/quantitative skills (ISLO #3),*
 - o Critical thinking/decision making (ISLO #1),*
 - o Functional knowledge integration (ISLO#3),*
 - o Teamwork/leadership skills (ISLO #2),*
 - o Ethical, legal and social responsibility acumen, (ISLO #2)*
 - o Business communication (written) (ISLO #4), and*

o *Global/multicultural awareness (ISLO #2).*

2. **Program ISLO 2:** *Capstone-Comp-XM Business Simulation will be the primary direct measure of ISLO #2 and to be rated as “Expectations Met” or Expectations Exceeded” students must score at or above the reported national average. As of August 2016, the MBA Program no longer uses or administers the end-of-program Summative Assessment to students. Therefore, the instrument is no longer used as a direct measure for this ISLO. The indirect measure of this ISLO is the MBA Program Exit Survey. The Capstone-Comp-XM evaluation rubric and the Exit Survey have been revised to assess student achievement of this ISLO and results from its use will be available at the end of 2016-2017 academic year.*

3. **Program ISLO 3:** *Student performance on various components of the business plan project will be the primary direct measure of the programs ISLOs. Namely,*
Written Communication Skills (ISLO#4): Students will be able to construct coherent written forms of communication.
Oral Communication Skills (ISLO#4): Students will be able to compose and present effective oral forms of communication.
Analytical/Critical-Thinking Skills (ISLO#1): Students will be able to demonstrate analytical and critical-thinking skills in the context of organizational decision making.
Social Responsibility/Sustainability (ISLO#2) : Students will be able to identify and explain the interrelationships between business and its social and natural environments and to apply them in a managerial context.
Integration Skills (ISLO#3) : Students will be able to integrate theory and practice in the business functional areas in the analysis of organizational problems and challenges.
The business plan evaluation rubric has been revised to assess student achievement of the ISLO and results from its use will be available at the end of 2016-2017 academic year.

4. **Program ISLO 4:** *Student performance on written and oral presentation of the business plan project will be the primary direct measure of this ISLO. The business plan evaluation rubric has been revised to assess student achievement of the ISLO and results from its use will be available at the end of 2016-2017 academic year.*