

Goal 1: Students will acquire a common body of knowledge that is applicable to the management of private, public, and nonprofit organizations.

Means of Assessment:  
 Employer Survey  
 Survey of Graduate Alumni  
 Exit Survey

Expected Outcome	Much Less Than Expected	Less Than Expected	Expected	More than Expected	Much More Than Expected
At least 70% of employers surveyed in the Employer Survey will indicate that compared to other employees, Southeastern graduates were better prepared than most.	50% and Below	51-60%	61-70%	71-80% (76%)	81% and Above
At least 60% of graduates surveyed in the Survey of Graduate Alumni will indicate that they were satisfied or very satisfied with the overall quality of the degree program.	50% and Below	51-60%	61-70%	71-80%	81% and Above (88.5)
At least 60% of graduates surveyed in Exit Survey will indicate that they were satisfied or very satisfied with the degree program.	50% and Below	51-60%	61-70%	71-80% (79.2%)	81% and Above
At least 75% of graduates surveyed in the Survey of Graduate Alumni will indicate that they were satisfied or very satisfied with the quality of instruction in advanced courses	50% and Below	51-60%	61-70%	71-80%	81% and Above (88.4%)
At least 85% of the students surveyed in the Survey of Graduate Alumni will indicate that they would recommend Southeastern to someone interested in what they majored in.	50% and below	51-60%	61-70%	71-80%	81% and Above (92.3%)

Goal 2: Students will acquire skills in the ability to identify problems, obtain relevant information, analyze alternatives, and implement appropriate solutions.

## Means of Assessment:

## Employer Survey

Expected Outcome	Much Less Than Expected	Less Than Expected	Expected	More than Expected	Much More Than Expected
AT least 75% of the employers surveyed will indicate that graduates' level of workplace knowledge and skills in the following areas is rated 4 or 5 (5 indicating excellent and 1 indicating poor):					
a. Critical thinking skills	50% and Below	51-60%	61-70%	71-80%	81% and Above (84.4%)
b. Organizational skills	50% and Below	51-60%	61-70%	71-80%	81% and Above (84.4%)
c. Ability to plan projects	50% and Below	51-60%	61-70%	71-80%	81% and Above (82.8)
d. Ability to identify problems	50% and Below	51-60%	61-70%	71-80%	81% and Above (86.7%)
e. Ability to solve problems	50% and Below	51-60%	61-70%	71-80%	81% and Above (81.2%)
f. Ability to think creatively	50% and Below	51-60%	61-70%	71-80% (74.2%)	81% and Above

Goal 3: Students will acquire experience in integrating the concepts and techniques from the various functional areas of business and applying them to organization-wide problems.

Means of Assessment:

Employer Survey  
Survey of Graduate Alumni  
Exit Survey

Expected Outcome	Much Less Than Expected	Less Than Expected	Expected	More than Expected	Much More Than Expected
At least 60% of the employers surveyed in the Employer Survey will indicate that graduates' level of workplace knowledge and skills in the following areas was 4 or 5 (5 indicating excellence):					
a. Leadership skills	50% and Below	51-60%	61-70% (66.4%)	71-80%	81% and Above
b. Management skills	50% and Below	51-60%	61-70 (61.7%)	71-80%	81% and Above
At least 60% of the employers surveyed in the Employer Survey will indicate that graduates' level of professional traits and attitudes in the following areas was 4 or 5 (5 indicating excellence):					
a. Working in an ethical manner	50% and Below	51-60%	61-70	71-80%	81% and Above (92.2%)
b. Work Attitude	50% and Below	51-60%	61-70	71-80%	81% and Above (91.4%)
c. Dependability	50% and Below	51-60%	61-70	71-80%	81% and Above (94.5%)
d. Punctuality	50% and Below	51-60%	61-70	71-80%	81% and Above (92.2%)
e. Willingness to accept new responsibilities	50% and Below	51-60%	61-70	71-80%	81% and Above (89.8%)
f. Decision-making ability	50% and Below	51-60%	61-70	71-80%	81% and Above (80.5%)
g. Ability to learn independently	50% and Below	51-60%	61-70	71-80%	81% and Above (91.5%)
h. Ability to work under pressure	50% and Below	51-60%	61-70	71-80%	81% and Above (85.2%)
At least 60% of graduates surveyed in the Survey of Graduate Alumni will indicate that they were satisfied with the quality of instruction regarding standards and ethics in their major field.	50% and Below	51-60%	61-70 (69.2%)	71-80%	81% and Above
At least 60% of graduates surveyed in the Exit Survey will indicate that they were satisfied with the quality of instruction regarding standards and ethics in their major field.	50% and Below	51-60%	61-70	71-80% (77.1%)	81% and Above

Goal 4: Students will acquire an understanding of the problems and opportunities afforded by the various environmental forces confronting management in all types and sizes of organizations.

Means of Assessment:

Employer Survey  
Exit Survey

Expected Outcome	Much Less Than Expected	Less Than Expected	Expected	More than Expected	Much More Than Expected
At least 75% of the employers surveyed will indicate that graduates' level of workplace knowledge and skills in ability to integrate knowledge and information from different areas will be rated 4 or 5 (5 indicating excellence).	50% and Below	51-60%	61-70%	71-80%	81% and Above (82%)
At least 60% of the employers surveyed in the Employer Survey will indicate that graduates' level of professional traits and attitudes in the following areas is 4 or 5 (5 indicating excellence):					
a. Ability to work in teams	50% and Below	51-60%	61-70%	71-80%	81% and Above (90.7%)
b. Ability to work with persons from diverse ethnic and cultural backgrounds	50% and Below	51-60%	61-70%	71-80%	81% and Above (88.3%)
At least 75% of graduates surveyed in the Exit Survey will indicate that they were satisfied with the quality of instruction regarding standards and ethics in their major field.	50% and Below	51-60%	61-70%	71-80% (77.1%)	81% and Above

### Review of MFA Results

The MBA program is assessed through the achievement of four major goals. These goals provide the program with guides of how well it provides services to students. The results of the assessment indicate that the MBA program has met or exceeded each of the four goals defined.

The first goal of the program is to provide students with a common body of knowledge that is applicable to the management of private, public, and nonprofit organizations. The goal is measured by evaluating how well graduates are prepared for employment, how satisfied graduates are with the overall quality of the program, how satisfied graduates are with the quality of instruction in advanced courses, and if graduates would recommend Southeastern to someone interested in what they majored in. The program exceeded expectations in all areas. Specifically, the results show that 76% of employers surveyed indicated that Southeastern graduates were better prepared for employment than most, 88.5% of students surveyed were satisfied or very satisfied with the overall quality of the program, with the degree program, and with the quality of instruction in advanced courses. Ninety-two percent of the students surveyed also indicated that they would recommend Southeastern to someone interested in what they majored in.

The second goal of the program is to provide students with skills in the ability to identify problems, obtain relevant information, analyze alternatives, and implement appropriate solutions. The second goal is measured by evaluating employer perceptions of workplace knowledge and skills in the areas of critical thinking, organization, ability to plan projects, ability to identify problems, ability to solve problems, and ability to

think creatively. The program exceeded expectations in all areas. Specifically, the results show that 80% or more of the employers surveyed indicated that skills were rated a 4 or 5 (5 being excellent) in the areas of critical thinking skills, organizational skills, ability to plan projects, ability to identify problems, and ability to solve problems.

Almost 75% of the employers surveyed indicated that ability to think creatively rated a 4 or 5.

The third goal of the program is to provide students with experience in integrating the concepts and techniques from the various functional areas of business and applying them to organization-wide problems. The third goal is measured by evaluating employers' perceptions of graduates' level of workplace knowledge and skills in the areas of leadership and management and in professional traits and attitudes in the areas of working in an ethical manner, work attitude, dependability, punctuality, willingness to accept new responsibilities, decision-making ability, ability to learn independently, and ability to work under pressure. Additionally, graduates were surveyed to evaluate their satisfaction with the quality of instruction regarding standards and ethics in their major field. The program met all expectations in this area and exceeded expectations in graduates' level of professional traits and attitudes and in being satisfied with the quality of instruction regarding standards and ethics in their major field (Exit Survey)

The fourth goal of the program is to provide students with an understanding of problems and opportunities afforded by the various environmental forces confronting management in all types and sizes of organizations. The fourth goal is measured by evaluating employers' perceptions of graduates' level of workplace knowledge and skills in ability to integrate knowledge and information from different areas, ability to work in

teams, and ability to work with persons from diverse ethnic and cultural backgrounds. Additionally, graduates were surveyed to evaluate their satisfaction with the quality of instruction regarding standards and ethics in their major field. The program exceeded expectations in all areas.

Goal Attainment Framework  
Graduate Business Programs

Goal 1: Students will acquire a common body of knowledge that is applicable to the management of private, public, and nonprofit organizations.

Means of Assessment:  
Exit Survey

Expected Outcome	Much Less Than Expected	Less Than Expected	Expected	More than Expected	Much More Than Expected
At least 75% of EMBA students surveyed in the Exit Survey will indicate that they were satisfied (rates of 4 or 5, 5 indicating very satisfied and 1 very dissatisfied) with current knowledge or application in the following areas:					
a. Financial reporting, analysis and markets	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
b. Domestic/global economic environments of organizations	50% and Below	51-60%	61-70%	71-80%	81% and Above (83.3%)
c. Creation and distribution of goods and services	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
d. Human behavior in organizations	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
e. Written and oral communications	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
f. Quantitative analysis	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
g. Computer usage	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
At least 75% of EMBA students surveyed in the Exit Survey will indicate that they were satisfied (rates of 4 or 5, 5 indicating very satisfied and 1 very dissatisfied) with the overall quality of the EMBA program.	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
At least 75% of the EMBA students surveyed in the Exit Survey will indicate that they were satisfied (rates of 4 or 5, 5 indicating very satisfied and 1 very dissatisfied) with the value of the EMBA program.	50% and Below	51-60%	61-70% (66.6%)	71-80%	81% and Above



Goal 2: Students will acquire skills in the ability to identify problems, obtain relevant information, analyze alternatives, and implement appropriate solutions.

## Means of Assessment:

## Exit Survey

Expected Outcome	Much Less Than Expected	Less Than Expected	Expected	More than Expected	Much More Than Expected
At least 75% of the EMBA students surveyed in the Exit Survey will indicate that they were satisfied (rates of 4 or 5, 5 indicating very satisfied and 1 very dissatisfied) with the following:					
a. use of case studies	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
b. rigor of courses	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
c. out-of-class assignments	50% and Below	51-60%	61-70%	71-80%	81% and Above (83.3%)
d. tests	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
e. relevance of topics studied	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
f. use of simulation games	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
g. use of outside speakers	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
h. use of textbooks	50% and Below	51-60%	61-70%	71-80%	81% and Above (83.3%)
i. use of technology	50% and Below	51-60%	61-70%	71-80%	81% and Above (83.3%)

Goal 3: Students will acquire experience in integrating the concepts and techniques from the various functional areas of business and applying them to organization-wide problems.

Means of Assessment:  
Exit Survey

Expected Outcome	Much Less Than Expected	Less Than Expected	Expected	More than Expected	Much More Than Expected
At least 75% of EMBA students surveyed in the Exit Survey will indicate that they were satisfied (rates of 4 or 5, 5 indicating very satisfied and 1 very dissatisfied) with current knowledge or application in the following areas:					
a. Financial reporting, analysis and markets	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
b. domestic/global economic environments of organizations	50% and Below	51-60%	61-70%	71-80%	81% and Above (83.3%)
c. creation and distribution of goods and services	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
d. human behavior in organizations	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
e. written and oral communications	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
f. quantitative analysis	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
g. computer usage	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)

Goal 4: Students will acquire an understanding of the problems and opportunities afforded by the various environmental forces confronting management in all types and sizes of organizations.

Means of Assessment:  
Exit Survey

Expected Outcome	Much Less Than Expected	Less Than Expected	Expected	More than Expected	Much More Than Expected
At least 75% of the EMBA students surveyed in the Exit Survey will indicate that they were satisfied (rates of 4 or 5, 5 indicating very satisfied and 1 very dissatisfied) with the following:					
a. use of case studies	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
b. use of simulation games	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
c. use of outside speakers	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%)
d. use of textbooks	50% and Below	51-60%	61-70%	71-80%	81% and Above (83.3%)
e. use of technology	50% and Below	51-60%	61-70%	71-80%	81% and Above (83.3%)

## EMBA Program

### Review of MFA Results

The EMBA program is assessed through the achievement of four major goals. These goals provide the program with guides of how well it provides services to students. The results of the assessment indicate that the MBA program has met or exceeded each of the four goals defined.

The first goal of the program is to provide students with a common body of knowledge that is applicable to the management of private, public, and nonprofit organizations. The goal is measured by evaluating how satisfied graduates were with current knowledge and application in specific business environment areas. Additionally, how satisfied the graduates were with overall quality and value of the EMBA program was measured. The program met or exceeded expectations in all areas. Specifically, the results show that 100% of the graduates were satisfied with financial reporting, analysis, and markets, creation and distribution of goods and services, human behavior in organizations, written and oral communications, quantitative analysis, and computer usage. Eighty-three percent of graduates were satisfied with domestic/global economic environments of organizations. One hundred percent of the graduates were satisfied with the overall quality of the EMBA program while 66.6% were satisfied with the value of the program.

The second goal of the program is to provide students with skills in the ability to identify problems, obtain relevant information, analyze alternatives, and implement appropriate solutions. The second goal is measured by evaluating how satisfied graduates were with material used in course delivery and evaluation. One hundred percent of the graduates were satisfied with use of case studies, rigor of courses, tests, use

## EMBA Program

of simulation games, and use of outside speakers. Eighty-three percent of the graduates were satisfied with out-of-class assignments, use of textbooks, and use of technology. The program met or exceeded expectations in all areas.

The third goal of the program is to provide students with experience in integrating the concepts and techniques from the various functional areas of business and applying them to organization-wide problems. The third goal is measured by evaluating graduate satisfaction with current knowledge or application of certain topics. One hundred percent of the graduates were satisfied with current knowledge and application in financial reporting, analysis, and markets, creation and distribution of goods and services, human behavior in organizations, written and oral communications, quantitative analysis, and computer usage. Eighty-three percent of the graduates were satisfied with the current knowledge and application in domestic/global economic environments of organization. The program met or exceeded expectations in all outcomes.

The fourth goal of the program is to provide students with an understanding of problems and opportunities afforded by the various environmental forces confronting management in all types and sizes of organizations. The fourth goal is measured by evaluating how satisfied graduates were with the use of certain classroom delivery methods or materials. One hundred percent of the graduates were satisfied with the use of case studies, use of simulation games, and use of outside speakers. Eighty-three percent of the graduates were satisfied with the use of textbooks and the use of technology. The program met or exceeded expectations in all areas.