

**Major Field Assessment Plan
EMBA**

The mission of Southeastern Louisiana University is to lead the educational, economic, and cultural development of Southeast Louisiana.

The mission of the Executive Master of Business Administration Program is to prepare students to assume positions of leadership and responsibility in administrative positions in a globally competitive marketplace. The curriculum is designed to enhance the skills, knowledge, and analytical ability of our EMBA students.

Goal 1

Prepare students to assume positions of leadership and responsibility in administrative positions in a globally competitive marketplace.

A. Expected Outcome

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

Assessment

- a. At least 75% of EMBA students surveyed in the Exit Survey will indicate that they were satisfied (ratings of 4 or 5, 5 indicating very satisfied and 1 very dissatisfied) with current knowledge or application in the following areas:
 - Financial reporting, analysis and markets
 - Domestic/global economic environments of organizations
 - Creation and distribution of goods and services
 - Human behavior in organizations
 - Written and oral communications
 - Quantitative analysis
 - Computer usage.
- b. At least 75% of EMBA students surveyed in the Exit Survey will indicate that they were satisfied (ratings of 4 or 5, 5 indicating very satisfied and 1 very dissatisfied) with the overall quality of the EMBA program.
- c. At least 75% of EMBA students surveyed in the Exit Survey will indicate that they were satisfied (ratings of 4 or 5, 5 indicating very satisfied and 1 very dissatisfied) with the value of the EMBA program.

B. Expected Outcome

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

Assessment

- a. At least 75% of EMBA students surveyed in the Exit Survey will indicate that they were satisfied (ratings of 4 or 5, 5 indicating very satisfied and 1 very dissatisfied) with current knowledge or application in the following areas:

- Use of case studies
- Rigor of courses
- Out-of-class assignments
- Tests
- Relevance of topics studies
- Use of simulation games
- Use of outside speakers
- Use of textbooks
- Use of technology

C. Expected Outcome

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

Assessment

- a. At least 75% of EMBA students surveyed in the Exit Survey will indicate that they were satisfied (ratings of 4 or 5, 5 indicating very satisfied and 1 very dissatisfied) with current knowledge or application in the following areas:

- Financial reporting, analysis and markets
- Domestic/global economic environments of organizations
- Creation and distribution of goods and services
- Human behavior in organizations
- Written and oral communications
- Quantitative analysis
- Computer usage.

D. Expected Outcome

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

Assessment

- a. At least 75% of EMBA students surveyed in the Exit Survey will indicate that they were satisfied (ratings of 4 or 5, 5 indicating very satisfied and 1 very dissatisfied) with current knowledge or application in the following areas:
 - Use of case studies
 - Use of simulation games
 - Use of outside speakers
 - Use of textbooks
 - Use of technology

Note:

Students in the MBA and EMBA programs are exposed to cultural and global perspectives through completion of specific required courses (as stated in syllabi):

ACCT 625--international issues in cost management addressed

FIN 653--basic understanding of the international dimension of financial policies, and its role and application to each of the functional areas of corporate finance.

MGMT 663--how organizational behavior and theory relates to globalization

MRKT 673—the impacts of international issues, cultures, and tradition on marketing strategy in a global environment

MGMT 683—provides an understanding of the international, global environment in which all businesses must operate and how international forces shape domestic strategy

In addition to required courses that achieve the goal to provide students with cultural and global perspectives, the program offers elective courses that provide these perspectives. For example, MRKT 575 (Current Issues)—students gain an appreciation of the global supply chain environment and issues surrounding marketing strategy impact in a global environment. MRKT 623 (Marketing Communications)—students participate in a team project with students from Johannes Kepler University in Linz, Austria. They learn about integrated marketing communications campaigns by developing a global IMC campaign. Students worked in groups to develop a campaign for local/regional (southern US) product to be marketed in upper Austria.

GBBT 681 (Administrative Communication Theory)—a unit on international/crosscultural business is taught in the course which emphasizes developing general knowledge of communication in international or crosscultural business

ECON 550 (Applications of the Internet in Business and Economic Analysis)— student research, analyze, and present findings of international business and economic events.

Students are also given the opportunity to learn about other cultures through College of Business and Technology seminars that feature graduate students from various cultures who teach others about their own business and social customs and through the opportunity to study abroad in either Germany or Costa Rica. Students participating in the study abroad programs as well as the special topics courses receive direct experience in multi-cultural settings.