

**Major Field Assessment Plan
M.B.A.**

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

The mission of the 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 MBA 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 70% of employers surveyed in the Employer Survey will indicate that compared to other employees, Southeastern graduates were better prepared for employment than most.
- b. 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.
- c. At least 60% of graduates surveyed in the Exit Survey will indicate that they were satisfied or very satisfied with the overall quality of the degree program.
- d. 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.
- e. At least 74% of graduates surveyed in the Survey of Graduate Alumni will indicate that they would recommend Southeastern to someone interested in what they majored in.

B. Expected Outcome

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

Assessment

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 excellence and 1 poor):

- Critical thinking skills
- Organizational skills
- Ability to plan projects
- Ability to identify problems
- Ability to solve problems
- Ability to think creatively

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 60% 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 excellence and 1 poor):
 - Leadership skills
 - Management skills
- b. At least 60% of the employers surveyed will indicate that graduates' level of professional traits and attitudes in the following areas is rated 4 or 5 (5 indicating excellence and 1 poor):
 - Working in an ethical manner
 - Work attitude
 - Dependability
 - Punctuality
 - Willingness to accept new responsibilities
 - Decision-making ability
 - Ability to learn independently
 - Ability to work under pressure

- c. At least 60% of graduates surveyed in the Survey of Graduate Alumni will indicate that they were satisfied or very satisfied with the quality of instruction regarding standards and ethics in their major field.
- d. At least 60% of graduates surveyed in the Exit Survey will indicate that they were satisfied or very satisfied with the quality of instruction regarding standards and ethics in their major field.

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

- a. 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 and 1 poor):
- b. At least 60% of the employers surveyed will indicate that graduates' level of professional traits and attitudes in the following areas is rated 4 or 5 (5 indicating excellence and 1 poor):
 - Ability to work in teams
 - Ability to work with persons from diverse ethnic and cultural backgrounds
- c. At least 75% of graduates surveyed in the Exit Survey will indicate that they were satisfied or very satisfied with the quality of instruction regarding standards and ethics in their major field.

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.