

Major Field Assessment Plan  
Graduate Business Programs  
MBA Program

The mission of Southeastern Louisiana University is to lead the educational, economic, and cultural development of the southeast region of the state known as the Northshore.

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. In order to achieve this mission, the MBA Program strives to accomplish the following goals with the stated means of assessment and expected outcomes:

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 Outcomes:

- 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 the graduates surveyed in the Exit Survey will indicate that they were satisfied or very satisfied with the overall quality of their 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 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.
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 Outcomes:

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):

- a. Critical thinking skills
  - b. Organizational skills
  - c. Ability to plan projects
  - d. Ability to identify problems
  - e. Ability to solve problems
  - f. Ability to think creatively
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 Outcomes:

- A. 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 is 4 or 5 (5 indicating excellence):
  - a. Leadership skills
  - b. Management skills
- B. 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 and 1 indicating poor):
  - a. Working in an ethical manner
  - b. Work Attitude
  - c. Dependability
  - d. Punctuality
  - e. Willingness to accept New Responsibilities
  - f. Decision-making Ability
  - g. Ability to learn independently
  - h. Ability to work under pressure
- C. 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.
- D. 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.

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 Outcomes:

- 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).
- B. 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
  - b. 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 with the quality of instruction regarding standards and ethics in their major field.

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