

Goal Attainment Framework  
 Master of Business Administration Program  
 Spring, 2007

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 (92.3%)
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%	81% and Above (81.9%)
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 (81.5%)
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 (100%)

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% (76%)	81% and Above
b. Organizational skills	50% and Below	51-60%	61-70%	71-80%	81% and Above (87.5%)
c. Ability to plan projects	50% and Below	51-60%	61-70%	71-80%	81% and Above (86.4%)
d. Ability to identify problems	50% and Below	51-60%	61-70%	71-80%	81% and Above (87.5%)
e. Ability to solve problems	50% and Below	51-60%	61-70%	71-80%	81% and Above (83.3%)
f. Ability to think creatively	50% and Below	51-60%	61-70%	71-80% (76%)	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% (70%)	71-80%	81% and Above
b. Management skills	50% and Below	51-60%	61-70 (68.4%)	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 (88%)
b. Work Attitude	50% and Below	51-60%	61-70	71-80%	81% and Above (92%)
c. Dependability	50% and Below	51-60%	61-70	71-80%	81% and Above (96%)
d. Punctuality	50% and Below	51-60%	61-70	71-80%	81% and Above (84%)
e. Willingness to accept new responsibilities	50% and Below	51-60%	61-70	71-80%	81% and Above (91.7%)
f. Decision-making ability	50% and Below	51-60%	61-70	71-80%	81% and Above (83.3%)
g. Ability to learn independently	50% and Below	51-60%	61-70	71-80%	81% and Above (84%)
h. Ability to work under pressure	50% and Below	51-60%	61-70	71-80%	81% and Above (84%)
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	71-80%	81% and Above (92.3%)
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%	81% and Above (88.9%)

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% (75%)	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 is 4 or 5 (5 indicating excellence):					
a. Ability to work in teams	50% and Below	51-60%	61-70%	71-80% (80%)	81% and Above
b. Ability to work with persons from diverse ethnic and cultural backgrounds	50% and Below	51-60%	61-70%	71-80%	81% and Above (91.7%)
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%	81% and Above (88.9%)

Review of MFA Results  
Master of Business Administration Program  
Spring, 2007

The MBA program is assessed through the achievement of four major goals. These goals provide the program with the 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. The means of assessment used for this report was the 2005-2006 Southeastern Exit Survey, the 2003-2004 Survey of Graduate Degree Alumni, and the Fall 2004 Employer Survey which combined both undergraduate and graduate employers into a “Business” category for reporting purposes.

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 how well graduates are prepared for employment, how satisfied graduates are with the quality of the degree program, how satisfied the graduates are with the quality of instruction in advanced courses, and whether graduates would recommend Southeastern to someone interested in what they majored in. The program exceeded expectations in all areas.

The second goal is to provide students with the ability to identify problems, obtain relevant information, analyze alternatives, and implement appropriate solutions. The goal is measured by employers’ perceptions of the graduates’ workplace knowledge and skills in the areas of critical thinking skills, organizational skills, ability to plan projects, ability to identify problems, ability to solve problems, and ability to think creatively. The program exceeded expectations in all areas.

The third goal of the program is to provide students with the experience in integrating the concepts and techniques from the various functional areas of business and applying them to organization-wide problems. The goal is measured by evaluating employers’ perceptions of the graduates’ workplace knowledge and skills in the areas of leadership skills and management skills and by evaluating employers’ perceptions of the graduates’ level of 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 how satisfied they were with the quality of instruction they received regarding standards and ethics in their major

field. The program met expectations in the area of employers' perceptions in the areas of leadership skills and management skills. The program exceeded expectations in all remaining areas stated above.

The fourth goal of the program is to provide students with an understanding of the problems and opportunities afforded by the various environmental forces confronting management in all types of sizes of organizations. The fourth goal is measured by employers' perceptions of the graduates' workplace knowledge and skills in their ability to integrate knowledge and information from different areas and the graduates' level of professional traits and attitudes in their ability to work in teams and to work with persons from diverse ethnic and cultural backgrounds. Additionally, graduates were surveyed on how satisfied they were with the quality of instruction regarding standards and ethics in their major field. The program exceeded expectations in all areas.