

Major Field Assessment Plan
EMBA
(updated 2011)

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 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 textbooks

- Use of technology.