

Major Field Assessment Plan Results

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.

Assessment Results (*all were met*)

Financial reporting, analysis and markets: 100 percent were satisfied
(63 percent were very satisfied and 37 percent were satisfied)

Domestic/global economic environments of organizations: 90 percent were satisfied
(53 percent were very satisfied and 37 percent were satisfied)

Creation and distribution of goods and services: 95 percent were satisfied
(58 percent were very satisfied and 37 percent were satisfied)

Human behavior in organizations: 95 percent were satisfied
(74 percent were very satisfied and 21 percent were satisfied)

Written and oral communications: 100 percent were satisfied
(68 percent were very satisfied and 32 percent were satisfied)

Quantitative analysis: 100 percent were satisfied
(74 percent were very satisfied and 26 percent were satisfied)

Computer usage: 95 percent were satisfied
(74 percent were very satisfied and 21 percent were satisfied)

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.

Assessment Results

One hundred percent of the EMBA students surveyed in the Exit Survey were satisfied with the overall quality of the EMBA program. (100 percent were very satisfied)

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.

Assessment Results

One hundred percent of the EMBA students surveyed were satisfied with the value of the EMBA program. (100 percent were very satisfied)

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

Assessment Results(all were met) :

Use of case studies: 94 percent were satisfied
(68 percent were very satisfied and 26 percent were satisfied)

Rigor of courses: 90 percent were satisfied
(58 percent were very satisfied and 32 percent were satisfied)

Out-of-class assignments: 95 percent were satisfied
(53 percent were very satisfied and 42 percent were satisfied)

Tests: 89 percent were satisfied
(47 percent were very satisfied and 42 percent were satisfied)

Relevance of topics studies: 100 percent were satisfied
(68 percent were very satisfied and 32 percent were satisfied)

Use of simulation games: 95 percent were satisfied
(63 percent were very satisfied and 32 percent were satisfied)

Use of outside speakers: 84 percent were satisfied
(37 percent were very satisfied and 47 percent were satisfied)

Use of textbooks: 84 percent were satisfied
(42 percent were very satisfied and 42 percent were satisfied)

Use of technology: 84 percent were satisfied
(63 percent were very satisfied and 21 percent were satisfied)

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.

Assessment Results(all were met) :

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(63 percent were very satisfied and 37 percent were satisfied)

Domestic/global economic environments of organizations: 90 percent were satisfied
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Creation and distribution of goods and services: 95 percent were satisfied
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Human behavior in organizations: 95 percent were satisfied
(74 percent were very satisfied and 21 percent were satisfied)

Written and oral communications: 100 percent were satisfied
(68 percent were very satisfied and 32 percent were satisfied)

Quantitative analysis: 100 percent were satisfied
(74 percent were very satisfied and 26 percent were satisfied)

Computer usage: 95 percent were satisfied
(74 percent were very satisfied and 21 percent were satisfied)

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

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- Use of case studies
- Use of simulation games
- Use of outside speakers
- Use of textbooks
- Use of technology

Assessment Results (*all were met*):

Use of case studies: 94 percent were satisfied
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Use of technology: 84 percent were satisfied
(63 percent were very satisfied and 21 percent were satisfied)

Conclusions

In general, the assessment results present evidence that the EMBA program has met the goal of preparing students to assume positions of leadership and responsibility in a competitive marketplace. One hundred percent of the EMBA students surveyed were very satisfied with the overall quality of the EMBA program.