

Institutional Effectiveness

2019-2020

Program: Masters of Business Administration

College and Department: College of Business - MBA

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Mission: The MBA Program is designed to allow students to pursue an on-campus program, a 100% online program or a combination of both. Our program has over a decade of online learning experience. Whether students take class on-ground or online, courses and professors are all the same and there is no difference between earning a degree online, or on campus.

Full-time and part-time programs are available for students to earn their degree at their own pace. Students can finish the 30-hour program in as little as one year. The purpose of the M.B.A degree is to offer a professional program preparing graduate students from diverse backgrounds for rewarding careers in organizations. The core area of business studies is broad in scope for the purpose of developing general managerial competence through extensive use of various pedagogies such as case methods, simulations, and research projects. Electives are used to develop special competencies of interest to the student. In the degree, the College seeks to:

- Provide a high level of confidence that will allow the student to cope with uncertainty, communicate effectively, and to make decisions in an increasingly complex and global business environment.
- Provide an awareness and appreciation of the legal, ethical, social, political, and economic environments of business.
- Provide essential competence in administration, as well as an understanding of the administrative process.
- Develop a high level of skill in problem analysis and decision making.
- Provide sufficient competence for making positive contributions to one of the functional areas of a business firm through changing technology within the business context.

The MBA program is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB International). AACSB Accreditation represents the highest standard of achievement for business schools worldwide.

The MBA program at Tennessee Tech consists of ten, 3-hour courses for a total of 30 hours:

- Seven 3-hour core courses (21 hours)
- Three 3-hour electives (9 hours)

As many as 9 semester hours may be transferred in from other AACSB accredited schools. Credit will not be allowed for courses taken more than five years prior to application to Tennessee Tech.

Student Learning Outcomes:

SLO 1: Students will demonstrate ability to integrate knowledge of core business disciplines.

SLO 2: Students will demonstrate awareness of ethical implications of business decisions.

SLO 3: Students will possess the necessary knowledge and skills to perform in a professional environment.

3.1 Students will demonstrate proficiency in written and oral communication skills.

3.2 Students will be able to make appropriate choices regarding communication strategy, medium, and design.

SLO 4: Students will demonstrate the ability to think critically in addressing business problems.

4.1 Students will demonstrate ability for problem solving and decision making.

4.2 Students will demonstrate ability to think critically about business issues for making impactful business decisions.

SLO 5: Students will demonstrate an understanding of leadership skills and the ability to influence others.

5.1 Students will be able to identify effective leadership skills required in diverse situations.

5.2 Students will be able to demonstrate leadership skills required in diverse situations.

5.3 Students will demonstrate teamwork skills that enhance individual and team processes.

A departmentally developed curriculum map can be found in Appendix 1 that shows the connections between courses and student learning outcomes.

Assessment Methods:

SLOs 1-5:

1. COMP-XM exam: Students will complete the CAPSIM Business Simulation and the accompanying COMP-XM exam. The simulation measures overall integrative knowledge through a balanced scorecard approach. The COMP-XM exam uses questions tailored to student decisions during the simulation. Assessment Point: BMGT 6950 - Business Strategy. For each SLO, at least 75% of our students will attain a COMP-XM score of at least 70%.

Results:

SLO 1: Ability to integrate knowledge of core business disciplines

COMP-XM Functional Knowledge for Integrative knowledge of business disciplines

	2016	2017	2018	2019	2020
Mean	79.35%	81.46%	83.59%	86.31%	82.92%
N	91	104	102	34	97
% above 70%	86.81%	91.35%	95.10%	100.00%	93.81%

SLO 2: Awareness of ethical implications of business decisions

COMP-XM Ethical, Legal, and Social Responsibility

	2016	2017	2018	2019	2020
Mean	63.39%	77.03%	78.52%	83.32%	65.42%
N	91	104	102	34	97
% above 70%	39.56%	58.65%	71.57%	82.35%	54.64%

SLO 3: Knowledge and skills to perform in a professional environment

COMP-XM Business Communication score

	2016	2017	2018	2019	2020
Mean	72.75%	78.95%	84.08%	91.86%	74.87%
N	91	104	102	34	97
% above 70%	49.45%	65.38%	83.33%	91.18%	62.89%

SLO 4: Think critically in addressing business problems

COMP-XM Analytical and Quantitative score

	2016	2017	2018	2019	2020
Mean	77.97%	79.81%	82.05%	85.06%	80.64%
N	91	104	102	34	97
% above 70%	80.22%	89.42%	91.18%	100.00%	90.72%

COMP-XM Critical-Thinking and Decision-Making score

	2016	2017	2018	2019	2020
Mean	76.08%	79.34%	79.57%	80.60%	78.48%
N	91	104	102	34	97
% above 70%	74.73%	80.77%	86.27%	97.06%	84.54%

SLO 5: Leadership skills and the ability to influence others

COMP-XM Teamwork and Leadership score

	2016	2017	2018	2019	2020
Mean	76.75%	79.02%	86.13%	88.79%	85.67%
N	91	104	102	34	97
% above 70%	82.42%	81.73%	96.08%	100.00%	98.97%

Modifications for Improvement:

SLO 3: Knowledge and skills to perform in a professional environment

Due to only 63% of students reaching the assigned threshold on the COMP-XM Business Communication score of at least 70%, the MBA program will increase the number of activities that provide students with practice and feedback related to written communication. In Fall 2020, DS 6220 will add a written case analysis with feedback.

Appendices

1. Curriculum Map

Appendix 1: Curriculum Map

MBA Curriculum Map – Fall 2016 to Fall 2020

	Goal 1	Goal 2	Goal 3		Goal 4		Goal 5		
Learning Objectives	1.1 Core Business Knowledge	2.1 Ethics	3.1 Written and Oral Communications	3.2 Communication approach	4.1 Problem solving	4.2 Critical Thinking	5.1 Identify effective leadership	5.2 Demonstrate leadership skills	5.3 Teamwork skills
ACCT 6010	Accounting		X			X			X
FIN 6020	Finance					X			
ECON 6050	Analytical Decision Making					X			
MKT 6100	Marketing			X		X			
BMGT 6200	Organizational Leadership	X	X	X		X	X	X	X
DS 6220	Information Technology		X						
BMGT 6950	Business Strategy	X		X		X	X	X	X