

The University of New York in Prague



Outcomes Assessment Report – UNYP’s MBA Programs

September 2012

Excellence in business education is evaluated through the assessment of the academic business unit’s mission and broad-based goals, student learning outcomes, and operational outcomes. This is a continuous quality improvement program. UNYP developed its assessments in partnership with *The International Assembly for Collegiate Business Education* (IACBE).

Master of Business Administration (MBA)

Intended Student Learning Outcomes

1. Students will be able to demonstrate skills in problem recognition.
2. Students will be able to demonstrate an understanding of the process for solving business problems and making sound business decisions.
3. Students will be able to perform a strategic analysis from a multi-disciplinary perspective, synthesize information and produce a congruent plan of action.
4. Students will be able to identify ethical issues and apply standards of ethical behavior to business decisions.
5. Students will be able to use suitable quantitative methods as tools of effective management.
6. Students will be able to write and orally present ideas persuasively and effectively in business English.
7. Students will be able to demonstrate well-developed organizational and teamwork skills suitable to a multi-cultural environment.

Measures and Assessment Criteria

Consultancy Project (Direct Measure)

The consulting project is a comprehensive applied project. It is used to assess student learning outcomes 1, 2, 3, 4 and 6. This includes students' problem recognition skills, ability to solve business problems and make sound business decisions, ability to perform strategic analysis, ability to apply standards of ethical behavior to business decisions and the ability to write and present ideas persuasively and effectively in business English. It was expected that MBA students would average a score at least 3.5 (out of 5) on problem identification (linked to learning outcome 1) and an average of at least 3.5 (out of 5) on ability to solve business problems and make sound business decisions, ability to perform strategic analysis, ability to apply standards of ethical behavior to business decisions and the ability to write and present ideas persuasively and effectively in business English (linked to learning outcomes 2, 3, 4 and 6 respectively).

Results

Student learning outcomes	Expected Result	Actual Result
Learning outcome 1 Problem recognition	3.5	4.3
Learning outcome 2 Strategic Analysis	3.5	3.3
Learning outcome 3 Data & Analysis	3.5	3.6
Learning outcome 4 Ethical Standards	3.5	3.6
Learning outcome 6 Presentation	3.5	3.5

The targets for learning outcomes 1, 3, 4 and 6 were met or exceeded, however the target for learning outcome 2, was not met. The targets were partially met.

Entrepreneurial Business Plan (Direct Measure)

The Entrepreneurial Business Plan is a comprehensive project. Working in groups, students provide both a written report and an oral presentation. It is used to assess student learning outcomes 3, 5 and 6. This includes students' ability to perform strategic analysis, ability to use suitable quantitative methods and ability to write and orally present ideas persuasively and effectively in business English.

As a group, students will average 7 (out of 10) or higher on elements linked to learning outcome 3. Students will be able to perform a strategic analysis from a multi-disciplinary perspective, synthesize information and produce a congruent plan of action.

As a group, students will average 7 (out of 10) or higher on elements linked to learning outcome 5. Students will be able to use suitable quantitative methods as tools of effective management.

As a group, students will average 6 (out of 10) or higher on elements linked to learning outcome 6. Students will be able to write and orally present ideas persuasively and effectively in business English.

Measures and Assessment Criteria

In the self-study year, learning outcomes 3 and 5 are measured under the Business Analysis section. This will be disaggregated in the future. It was not possible to do so this year as the course was already fully prepared and underway as we evaluated the metric. For learning outcome 6, the measure is fully covered under the Business Plan measures below.

Results

	BUSINESS ANALYSIS 10point Scale	BUSINESS PLAN (WRITTEN) 10point Scale	BUSINESS PLAN (PRESENTATION) 10point Scale
	Learning #3	Learning # 5	Learning # 6
Average			
Cohort A	7.8	7.7	8.2
Average			
Cohort B	8.8	7.8	8.6
Average			
All	8.3	7.8	8.4

Targets are met in all areas.

Entrepreneurial Business Plan – Peer Teamwork Assessment (Direct Measure)

The Peer Teamwork Evaluation helps identify individual contributions in the Entrepreneurial Business Plan project. The evaluation provides a non-confrontational method for students to help teammates establish their strong and weak points. It was not possible to implement a measure in 2012. It will be added in 2013.

Student course evaluations (Indirect Measure)

Measures and Assessment Criteria

It is expected that student course evaluations will average a 5.0/7.0 on all content areas and an average of 4.0 overall.

Results

Forty MBA sections were run in the self-study year. **Three sections had course evaluation areas that did not meet the targeted average of 5.0/7.0** in all evaluated areas. The overall average of student evaluations which includes both instructor and course components was **6.1/7.0**. This overall target was exceeded. The targets were partially met.

Student exit survey (Indirect Measure)

Measures and Assessment Criteria

The graduating student exit survey is given out each year to graduates. Data from this survey is maintained by the IT department.

Survey result of 6.0 (out of 10) for curriculum, goal achievement and career development areas.

Results

Question #. Subject	Scores
1. Curriculum of your Program/Major	7.75
4. Your education will help you meet your goals	7.61
9. Career development assistance	5.39
Graduates (ALL MBA)	51

The target was met in terms of Curriculum and Goals, but was not met in terms of Career Development. The targets were partially met.

The Department of Business Administration at UNYP

Intended Operational Outcomes – MBA Programs

1. The academic programs offered by the Business Department will be current, relevant and meet the needs of business.
2. Students in the Business Department will graduate in a timely manner.
3. Faculty members in the Business Department will be qualified in their teaching disciplines.
4. Full-time faculty members in the Business Department will be engaged in appropriate scholarly and/or professional activities on an annual basis.
5. The Business Department will be successful in providing high-quality instruction to its students.
6. The Business Department will be successful in providing effective academic advising to its students.

Intended Operational Outcome #1:

The academic programs offered by the Business Department will be current, relevant and meet the needs of business. An alumni survey of MBA graduates is performed every two years. It was last run in May 2011. It will be re-run in September 2013. UNYP will provide some incentives to MBA graduates to participate in 2013. Hopefully UNYP will improve the response rate compared with the 2011 survey, which was low.

Measures and Assessment Criteria

On the MBA Alumni Survey, 90% of respondents will rate the quality of education as “B” or higher. Also, 90% of respondents will rate the “up to date” factor as “B” or higher.

Results

Quality of Education Measure	
Graded B and above	78%
Graded B- and below	21%
Total	99%

MBA Curriculum was current/relevant	
Definitely Current	12%
Rather Current (B Equivalent)	46%
Neutral	39%
Not Current	3%
Total	100%

Value of UNYP MBA to Alumni	
Definitely Valuable	12%
Rather Valuable (B Equivalent)	30%
Neutral	45%
Not Valuable	12%
Total	99%

The targets are not yet met in this area.

Intended Operational Outcome #2:

Students in the Business Department will graduate in a timely manner.

Measures and Assessment Criteria

<p>The Business Department will have a three-year bachelor student graduation rate of at least 75% and a MBA student graduation rate of at least 90%.</p>

Results

MBA Graduates & Dismissed 2011-2012		
Within Standard	40	76.9%
Less than 30 months	5	9.6%
Less than 40 months	5	9.6%
Longer than 40 months	1	1.8%
Dismissed from Program	1	1.9%
Total	52	100.0%

The **MBA**'s graduation rate is 98% as measured. Within the standard program length of 20-22 calendar months (including Spring 2010 entrants), the data indicate that 77% of students graduated on time. The target has been met.

Intended Operational Outcome #3:

Faculty members in the Business Department will be qualified in their teaching disciplines.

Measures and Assessment

At least 90% of the schools full-time and adjunct faculty members will be either doctorally or professionally qualified to teach in their respective disciplinary areas

Results

In the Business Department 50 out of 52 instructors are doctorally or professionally qualified. In terms of instructors that is **96.1%**. In terms of student contact hours **98.6%** of hours taught by doctorally or professionally qualified instructors. The standards for qualifications are set by IACBE. The target is met.

Intended Operational Outcome #4:

Full-time faculty members in the Business Department will be engaged in appropriate scholarly and/or professional activities on an annual basis.

Measures and Assessment Criteria

At least 50% of the Business Department full-time faculty members will engage in relevant disciplinary development or instructional development activities each year.

Results

Among UNYPs staff, 75% of our full-time faculty were engaged in relevant development in the last 3 years. The target is met.

Intended Operational Outcome #5:

The Business Department will be successful in providing high-quality instruction to its students.

Measures and Assessment Criteria

Data from the exit survey are maintained by the IT department. On our scale we interpret any score below 6 to indicate dissatisfaction.

On the exit survey, at least 80% of graduating students will indicate that they were “satisfied” or “very satisfied” with the teaching of their professors. On peer/chair/director teaching observations, at least 80% of faculty will be rated as “done very well” for 75% of the observed variables.

Results

Question #. Subject	Scores	%
5. Instructors	7.25	
Scores of 6 - 10	23	82.1%
MBA		

On student measures the Business Department is meeting targets. A peer-to-peer data set will be added in this area. The targets, therefore, were only partially met.

Intended Operational Outcome #6:

The Business Department will be successful in providing effective academic advising to its students.

Measures and Assessment Criteria

Data from the exit survey are maintained by the IT department and made available to Academic Management. The results for BBA students are shown in two ways for the same reasons given above. On our scale we interpret any score below 6 to indicate dissatisfaction.

On the exit survey, at least 80% of graduating students will indicate that they were “satisfied” or “very satisfied” with their academic advising.

Results

Question #. Subject	Scores	%
6. Academic Advising	6.71	
Scores of 6 - 10		71.4%
MBA		

The target has not yet been met.