

# The University of New York in Prague



## Outcomes Assessment Report – UNYP’s MBA Programs

October 2013

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 consultancy project is a comprehensive and 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 all MBA students would achieve a score of at least 3.5 (out of 5) on problem recognition (learning outcome 1) and an average of at least 3.5 (out of 5) on the other categories (linked to learning outcomes 2, 3, 4 and 6 respectively).

### Results

<b>Student learning outcomes</b>	<b>Expected Result</b>	<b>Actual Result</b>
<b>Learning outcome 1 Problem recognition</b>	3.5	4.3
<b>Learning outcome 2 Problem Solving</b>	3.5	3.9
<b>Learning outcome 3 Strategic Analysis</b>	3.5	3.7
<b>Learning outcome 4 Ethical Standards</b>	3.5	3.7
<b>Learning outcome 6 Communications Skills</b>	3.5	4.1

One MBA student did not achieve 3.5 related to Problem Recognition. All averages were above the targets; therefore the targets were substantially 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.

### Measures and Assessment Criteria

In the core course of Entrepreneurship, students perform a business analysis, write a business plan, and present the plan as though they are seeking funding. These processes were evaluated for measurement of learning outcomes 3, 5, and 6.

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
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.

### Results

	<b>BUSINESS ANALYSIS 10point Scale</b>	<b>BUSINESS PLAN (WRITTEN) 10point Scale</b>	<b>BUSINESS PLAN (PRESENTATION) 10point Scale</b>
	<b>Learning Outcome #3</b>	<b>Learning Outcome # 5</b>	<b>Learning Outcome # 6</b>
<b>Average</b>			
<b>Cohort A</b>	8.0	7.5	7.9
<b>Average</b>			
<b>Cohort B</b>	8.7	8.5	8.3
<b>Average</b>			
<b>All</b>	8.4	8.0	8.1

Targets are met in all areas.

### **Peer Teamwork Assessment (Direct Measure)**

The Peer Teamwork Evaluation was designed to help identify individual contributions in the Entrepreneurial Business Plan project for **student learning outcome 7**. The evaluation is meant to provide a non-confrontational method for students to help teammates establish their strong and weak points. For operational reasons, it was not possible to implement a measure in 2013; therefore the target is not met.

## **Student course evaluations (Indirect Measure)**

### *Measures and Assessment Criteria*

Student course evaluations will average a 5.0/7.0 on all content areas with an average of 4.0/5.0 for the overall course evaluation.

### *Results*

Thirty-six MBA sections were run in the self-study year. The course average for student evaluations was at least 6.1 in each content area. Therefore the targets for this measure are met.

<b>MBA Course Evaluations 2013/2014 - Averages</b>	
<b>1. Instructor's Oral Presentation was: Very ineffective (1) - Very effective (7)</b>	6.2
<b>2. Stimulates interest in the course &amp; motivates students to learn? Very de-motivating (1) - Very motivating (7)</b>	6.1
<b>3. The Instructor handles students' questions: Very unsatisfactorily (1) - Very satisfactorily (7)</b>	6.2
<b>4. Is well prepared for class and competent in the subject matter? Poorly prepared and not confident (1) - Very prepared and very confident (7)</b>	6.4
<b>5. Brings current examples/case studies to illustrate? Not current (1)- Very current (7)</b>	6.2
<b>8. Thoroughly explains the assignments and the outcomes required? Not clearly explained (1) - Very clearly explained (7)</b>	6.2
<b>A. Overall, this is an excellent course: Strongly disagree (1) - Strongly agree (5)</b>	4.3

## **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. Scores of 6 or higher indicate ‘satisfied or very satisfied’.

Survey result of 6.0 (out of 10) for curriculum, goal achievement and career development areas. Scores of 6 or higher indicate ‘satisfied or very satisfied’.

### *Results*

<b>Question #. Subject</b>	<b>Scores</b>
<b>1. Curriculum of your Program/Major</b>	7.2
<b>4. Your education will help you meet your goals</b>	7.7
<b>9. Career development assistance</b>	5.8
<b>Graduates (MBA)</b>	41

The target was met in terms of Curriculum and Goals, but was not met in terms of Career Development. The measure on Career Development showed improvement from 5.1 in the previous year to 5.8 in the current year. 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 run in September 2013. Graduates from 2006 through 2011 were surveyed.

### Measures and Assessment Criteria

In the current MBA survey, the evaluation metrics were revised to a 1 – 5 Likert scale where 1 is strongly disagree and 5 is strongly agree. Average scores above 3.75 are considered to be meeting standards.

Additional, informational metrics are show below the main table.

### Results

MBA Alumni Survey - 2013	
Program Characteristics	Score
Quality of Education	3.9
Up to Date Curriculum	4.0
Improved Job Related Problem Solving	3.9
Improved Job Related Analytical Skills	4.0
Increased Understanding of Ethical Issues	3.5
Would recommend UNYP MBA	4.0

The targets are generally met, but not met in the area of increasing understanding of ethical issues.

Additional relevant metrics:

<b>How much did your salary increase due to your UNYP MBA studies?</b>	
<b>0-5%</b>	22.7%
<b>5-10%</b>	13.6%
<b>10-40%</b>	27.3%
<b>40-100%</b>	18.2%
<b>&gt;100%</b>	18.2%
<b>Total</b>	100.0%

<b>What was the payback period of your UNYP MBA degree?</b>	
<b>&lt;1 year</b>	13.6%
<b>1-2 years</b>	27.3%
<b>3-4 years</b>	50.0%
<b>&gt;4 years</b>	9.1%
<b>Total</b>	100.0%

**Intended Operational Outcome #2:**

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

*Measures and Assessment Criteria*

The Business Department will have a three-year (or four-year) bachelor student graduation rate of at least 75% and a MBA student graduation rate of at least 90%.

*Results*

<b>MBA Graduates &amp; Dismissed 2012-2013</b>		
<b>Within Standard</b>	29	70.7%
<b>Less than 30 months</b>	8	19.5%
<b>Less than 40 months</b>	4	9.8%
<b>Longer than 40 months</b>	0	0.0%
<b>Dismissed from Program</b>	0	0.0%
<b>Total</b>	41	100.0%

The **MBA**'s graduation rate is **100%** as measured. Within the standard program length of 20-22 calendar months, the data indicate that **90.2%** of students graduated on time or within one additional year. 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 58 out of 61 instructors are doctorally or professionally qualified. In terms of instructors that is **95.1%**. In terms of student contact hours **97.6%** of hours were taught by doctorally or professionally qualified instructors. At the MBA level **95.8%** of student contact hours are 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 the Business Administration Department's instructional staff, **80%** of the full-time faculty were engaged in relevant development in the 2012/2013 academic year.

### **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 and made available to Academic Management. For the peer/chair evaluation, in the 2012/2013 academic year, 11 MBA instructors were evaluated. **91%** were rated as 'Done very well' for at least 75% of the observed variables. Note that peer-to-peer evaluations are confidential between the Graduate Business Programs Manager, the Evaluator and the Instructor. Individual names are not shown, but individual scores are shown.

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. Scores of 6 or higher indicates 'satisfied' or 'very satisfied'.

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	7.7	
Scores of 6 - 10		89.5%
MBA		

Peer to Peer Evaluations 2012/2013 Academic year, MBA Program			
Instructor	Observed	Done Very Well	Percent
#1	13	11	84.62%
#2	13	10	76.92%
#3	13	10	76.92%
#4	12	9	75.00%
#5	13	12	92.31%
#6	13	3	23.08%
#7	13	10	76.92%
#8	13	10	76.92%
#9	13	12	92.31%
#10	13	11	84.62%
#11	13	11	84.62%
<b>Total</b>	142	109	76.76%

The targets are met in all areas.

**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.

On the exit survey, at least 80% of graduating students will indicate that they were “satisfied” or “very satisfied” with their academic advising. Scores of 6 or higher indicate ‘satisfied’ or very ‘satisfied’.

**Results**

Question #. Subject	Scores	%
8. Academic Advising	7.3	
Scores of 6 - 10		78.9%
MBA		

The target has not yet been met.