

## W. Frank Barton School of Business Executive MBA Program 2007-2008 Assessment Plan

### **A. Mission Statement**

The Barton School of Business is committed to providing the highest level of quality graduate management education and producing Executive MBA graduates capable of functioning at executive levels of responsibility in business, government, and not-for-profit organizations.

### **B. Constituents**

The graduate students in the Executive MBA program are the program constituents.

### **C. Program Objectives**

3. Objective 3 – Number of Graduate Courses

The program must offer the 12 courses outlined in the EMBA curriculum.

Assessment: -Review of EMBA course schedules prior to the start of each EMBA class.

4. Objective 4 - To ensure graduates are satisfied with the program in terms of knowledge gained.

Students will be asked to evaluate all EMBA courses and instructors at each class section's midpoint, at the end of each course, and also post-graduation.

Assessment: -An evaluation will be conducted at the mid-point of each class section.  
-Mandatory use of course and instructor evaluations in all EMBA courses.  
-Administration of the AACSB/Educational Benchmarking (EBI) Survey for recent graduates. The EBI survey provides self-assessment information, comparative assessment information, and longitudinal assessment.  
-Periodic administration (every 3-5 years) of the Educational Benchmarking (EBI) Survey to alumni of program.  
-Review of Graduate School Exit Survey data

5. Objective 5 - To maintain appropriate student services for the Executive MBA student constituent group.

Offer an extensive student orientation at the beginning of each incoming student group.  
Offer a variety of student and student family activities pertinent to the EMBA experience.  
Provide student assistance throughout the day on Saturday class days' during normal work hours (8-5) and also until 7 p.m. at least one week night per week.

Assessment: -University employee time records.  
-Attendance levels at EMBA events  
-Review of EBI surveys, feedback gained from course evaluations  
-Review of WSU Graduate School Exit Survey results.

**F. Assessment of Educational Student Outcomes**

1. Students will demonstrate skills in effective communication and team work

Assessment -An evaluation of each student's communication and team work skills will be conducted by the professor during the EMBA 811 course projects.

2. Students will demonstrate skills in use and management of Technology

Assessment: -Students will be evaluated based on their performance on assignments in the EMBA 811 course.

4. Students will demonstrate skills in critical thinking and organizational-level problem solving

Assessment: -Students will be evaluated based on their performance on exam items in the EMBA 808 course.

5. Students will given exposure to and assistance in understanding ethical business practices and the concept of social responsibility.

Assessment: -The understanding of ethics and social responsibility will be evaluated in the EMBA 811 course and will be based on student performance on a case study project.

#### **G. Feedback loop used by faculty**

The Barton School Graduate Programs Committee is charged with the evaluation and modification of the graduate programs offered within the Barton School of Business. Committee composition is a faculty member from each of the five departments in the Barton School, the Associate Dean for Graduate Programs, a (non-voting) graduate student representative, and the program directors for each of the graduate programs in the college. Each departmental representative is charged with presenting departmental issues to the committee as a whole. Departmental Representatives are then charged with conveying information about committee actions and discussions back to the members of their academic departments. The committee evaluates and approves/rejects curricular and policy changes made by program administration, faculty and departments with resp