Analysis Results for EMBA Degree
Spring 2020 CTL Cycle
(Data Collected in AY2017 – AY2019)

Fogelman College of Business and Economics
University of Memphis
Director of Student Success – Sandy Schaeffer
Notes on this Assessment of the EMBA Program

• This is an assessment of Fogelman’s Executive MBA (EMBA) Degree and is based on the original learning goals established for this program at the outset of our AACSB AoL process (~10 years ago). (The most recent previous assessment of the EMBA degree was complete in 2016.)

• Data for this assessment was collected over multiple semesters from Fall 2017 through Spring 2019.

• All future assessments of the Executive MBA (EMBA) program will be based on an updated set of learning goals established in the Fall of 2019.

• This cycle also reflects new terminology: Program Learning Goal (PLG) and Measured Learning Outcome (MLO) replacing the terms “Goal” and “Objective” respectively from previous assessments.
<table>
<thead>
<tr>
<th>Goal</th>
<th>Objective</th>
<th>Courses Sampled</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLG1: Leadership Skills</td>
<td>MLO1: Assess and support the learning and development of others</td>
<td>MGMT-7421</td>
</tr>
<tr>
<td></td>
<td>MLO2: Organize and lead a team to collective group accomplishment</td>
<td>MGMT-7421</td>
</tr>
<tr>
<td>PLG2: Communication Skills</td>
<td>MLO1: Prepare an effective summary in an appropriate structure</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>MLO2: Organize an effective presentation</td>
<td>MGMT-7160, ECON-7100</td>
</tr>
<tr>
<td>PLG3: Critical Thinking &amp; Problem Solving</td>
<td>MLO1: Develop an effective strategy for solving business problems</td>
<td>MGMT-7160</td>
</tr>
<tr>
<td></td>
<td>MLO2: Implement a strategy to create an effective solution to business problems</td>
<td>MGMT-7160</td>
</tr>
<tr>
<td></td>
<td>MLO3: Effectively evaluate potential solutions to business problems</td>
<td>MGMT-7160</td>
</tr>
<tr>
<td>PLG4: Strategic Role of Technology</td>
<td>MLO1: Illustrate how current and emerging technologies can be applied to achieve organizational strategic goals</td>
<td>MIS-7650</td>
</tr>
<tr>
<td></td>
<td>MLO2: Demonstrate proficiency while adapting to and managing changes brought about by evolving and emerging technologies</td>
<td>BA-7719, MIS-7650</td>
</tr>
<tr>
<td>PLG5: Ethical &amp; Multicultural Issues</td>
<td>MLO1: Synthesize and analyze the implications of globalization for the functional areas</td>
<td>ACCT-7050</td>
</tr>
<tr>
<td></td>
<td>MLO2: Apply ethical decision frameworks to business problems</td>
<td>ACCT-7050</td>
</tr>
</tbody>
</table>
## EMBA Degree, Spring 2020 CTL: Summary of Outcomes

<table>
<thead>
<tr>
<th>Learning Outcome Area (Goal)</th>
<th>MLO1</th>
<th>MLO2</th>
<th>MLO3</th>
<th>MLO4</th>
<th>MLO5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PLG1: Leadership Skills</strong></td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>MLO1</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>MLO2</td>
<td>88%</td>
<td>88%</td>
<td>88%</td>
<td>88%</td>
<td>88%</td>
</tr>
<tr>
<td><strong>PLG2: Communication Skills</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>MLO1</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>MLO2</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>MLO3</td>
<td>91%</td>
<td>91%</td>
<td>91%</td>
<td>91%</td>
<td>91%</td>
</tr>
<tr>
<td><strong>PLG3: Critical Thinkers &amp; Problem Solvers</strong></td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>MLO1</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>MLO2</td>
<td>90%</td>
<td>90%</td>
<td>90%</td>
<td>90%</td>
<td>90%</td>
</tr>
<tr>
<td>MLO3</td>
<td>90%</td>
<td>90%</td>
<td>90%</td>
<td>90%</td>
<td>90%</td>
</tr>
<tr>
<td><strong>PLG4: Strategic Role of Technology</strong></td>
<td>3%</td>
<td>4%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>MLO1</td>
<td>39%</td>
<td>37%</td>
<td>10%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>MLO2</td>
<td>58%</td>
<td>59%</td>
<td>90%</td>
<td>87%</td>
<td>90%</td>
</tr>
<tr>
<td>PLG5: Implications of ethical and multicultural issues</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>MLO1</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>MLO3</td>
<td>87%</td>
<td>87%</td>
<td>87%</td>
<td>87%</td>
<td>87%</td>
</tr>
</tbody>
</table>
EMBA Degree

**PLG1**: Graduates will be effective leaders.

- **MLO1**: Assess and support the learning and development of others.
- **MLO2**: Organize and lead a team to collective group accomplishment.
EMBA Goal 1 / Objective 1: Assess and support the learning and development of others

- Exemplary (3) 88%
- Good (2) 12%
- Fair (1) 0%

(n) = 17

Spring 2020
EMBA Goal 1 / Objective 2: Organize and lead a team to collective group accomplishment

- Fair (1) 0%
- Good (2) 12%
- Exemplary (3) 88%

(n)=17  Spring 2020
EMBA Degree
PLG2: Graduates will be good communicators.

- **MLO1**: Prepare an effective summary in an appropriate structure. [NOT ASSESSED IN THIS CYCLE.]
- **MLO2**: Organize an effective presentation.
MLO1 (Prepare an executive summary) was not assessed in this cycle due to section scheduling during data collection.
EMBA Goal 1 / Objective 2: Organize an effective presentation

- Exemplary (3): 91%
- Good (2): 9%
- Fair (1): 0%

(n)=45

Spring 2020
EMBA Degree

PLG3: Graduates will be critical thinkers and problem solvers.

- **MLO1**: Develop an effective strategy for solving business problems.
- **MLO2**: Implement a strategy to create an effective solution to business problems.
- **MLO3**: Effectively evaluate potential solutions to business problems.
EMBA Goal 3 / Objective 1: Develop an effective strategy for solving business problems

Exemplary (3) 90%  
Fair (1) 0%  
Good (2) 10%  
(n)=31  
Spring 2020
EMBA Goal 1 / Objective 2: Implement a strategy to create an effective solution to business problems

- Exemplary (3): 90%
- Good (2): 10%
- Fair (1): 0%

(n)=31

Spring 2020
EMBA Goal 1 / Objective 3: Effectively evaluate potential solutions to business problems

- Fair (1): 0%
- Good (2): 10%
- Exemplary (3): 90%

(n) = 31
Spring 2020
EMBA Degree
PLG4: Graduates will be knowledgeable about the strategic role that technology plays in the global environment.

- **MLO1**: Illustrate how current and emerging technologies can be applied to achieve organizational strategic goals.

- **MLO2**: Demonstrate proficiency while adapting to and managing changes brought about by evolving and emerging technologies.
EMBA Goal 4 / Objective 1: Illustrate how current and emerging technologies can be applied to achieve organizational strategic goals

(n)=31

Spring 2020
EMBA Goal 4 / Objective 2: Demonstrate proficiency while adapting to and managing changes brought about by evolving and emerging technologies

- Exemplary (3): 59%
- Good (2): 37%
- Fair (1): 4%

(n) = 27

Spring 2020
**EMBA Degree**

**PLG5**: Graduates will be knowledgeable about the implications of ethical and multicultural issues in the global business environment.

- **MLO1**: Synthesize and analyze the implications of globalization for the functional areas.
- **MLO2**: Apply ethical decision frameworks to business problems.
EMBA Goal 5 / Objective 1: Synthesize and analyze the implications of globalization for the functional areas
EMBA Goal 5 / Objective 2: Apply ethical decision frameworks to business problems

- **Exemplary (3)**: 87%
- **Good (2)**: 13%
- **Fair (1)**: 0%

(n)=31

Spring 2020