

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

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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.

IMBA: Faculty/Course Assessment Matrix (Collected 2017-19)

Goal	Objective	Courses Sampled
PLG1: Leadership Skills	MLO1: Assess and support the learning and development of others	MGMT-7421
	MLO2: Organize and lead a team to collective group accomplishment	MGMT-7421
PLG2: Communication Skills	MLO1: Prepare an effective summary in an appropriate structure	N/A
	MLO2: Organize an effective presentation	MGMT-7160, ECON-7100
PLG3: Critical Thinking & Problem Solving	MLO1: Develop an effective strategy for solving business problems	MGMT-7160
	MLO2: Implement a strategy to create an effective solution to business problems	MGMT-7160
	MLO3: Effectively evaluate potential solutions to business problems	MGMT-7160
PLG4: Strategic Role of Technology	MLO1: Illustrate how current and emerging technologies can be applied to achieve organizational strategic goals	MIS-7650
	MLO2: Demonstrate proficiency while adapting to and managing changes brought about by evolving and emerging technologies	BA-7719, MIS-7650
PLG5: Ethical & Multicultural Issues	MLO1: Synthesize and analyze the implications of globalization for the functional areas	ACCT-7050
	MLO2: Apply ethical decision frameworks to business problems	ACCT-7050

EMBA Degree, Spring 2020 CTL: Summary of Outcomes

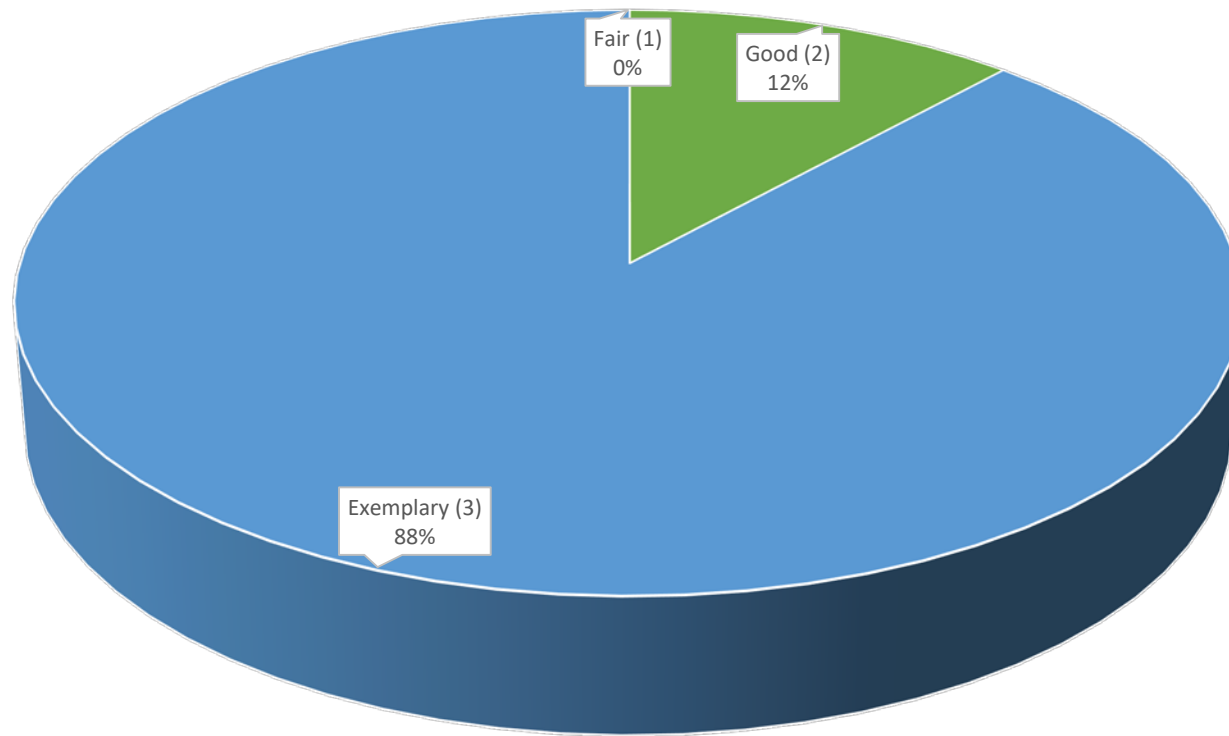
Learning Outcome Area (Goal)		%Fair (1)	%Good (2)	%Exemplary (3)	(n)
PLG1: Leadership Skills	MLO1	0%	12%	88%	17
	MLO2	0%	12%	88%	17
PLG2: Communication Skills	MLO1	N/A	N/A	N/A	N/A
	MLO2	0%	9%	91%	45
PLG3: Critical Thinkers & Problem Solvers	MLO1	0%	10%	90%	31
	MLO2	0%	10%	90%	31
	MLO3	0%	10%	90%	27
PLG4: Strategic Role of Technology	MLO1	3%	39%	58%	31
	MLO2	4%	37%	59%	31
PLG5: Implications of ethical and multicultural issues	MLO1	0%	10%	90%	31
	MLO3	0%	13%	87%	31

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

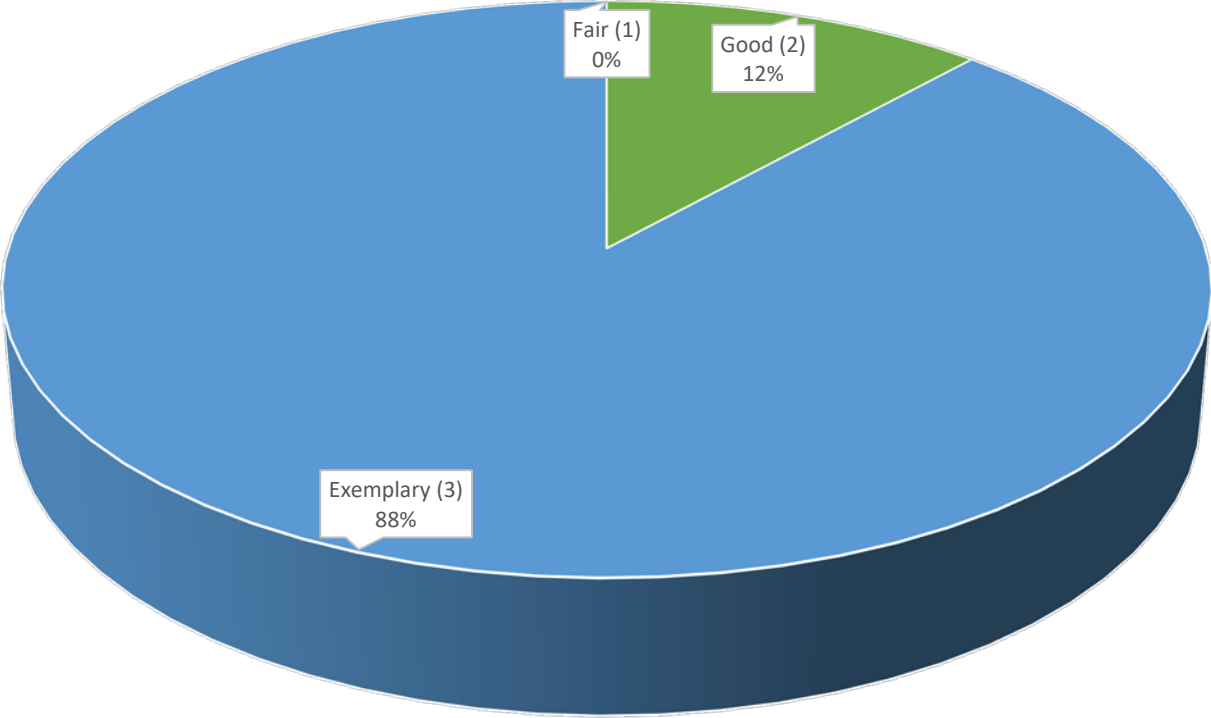


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■ Fair (1) ■ Good (2) ■ Exemplary (3)

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



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Fair (1) Good (2) Exemplary (3)

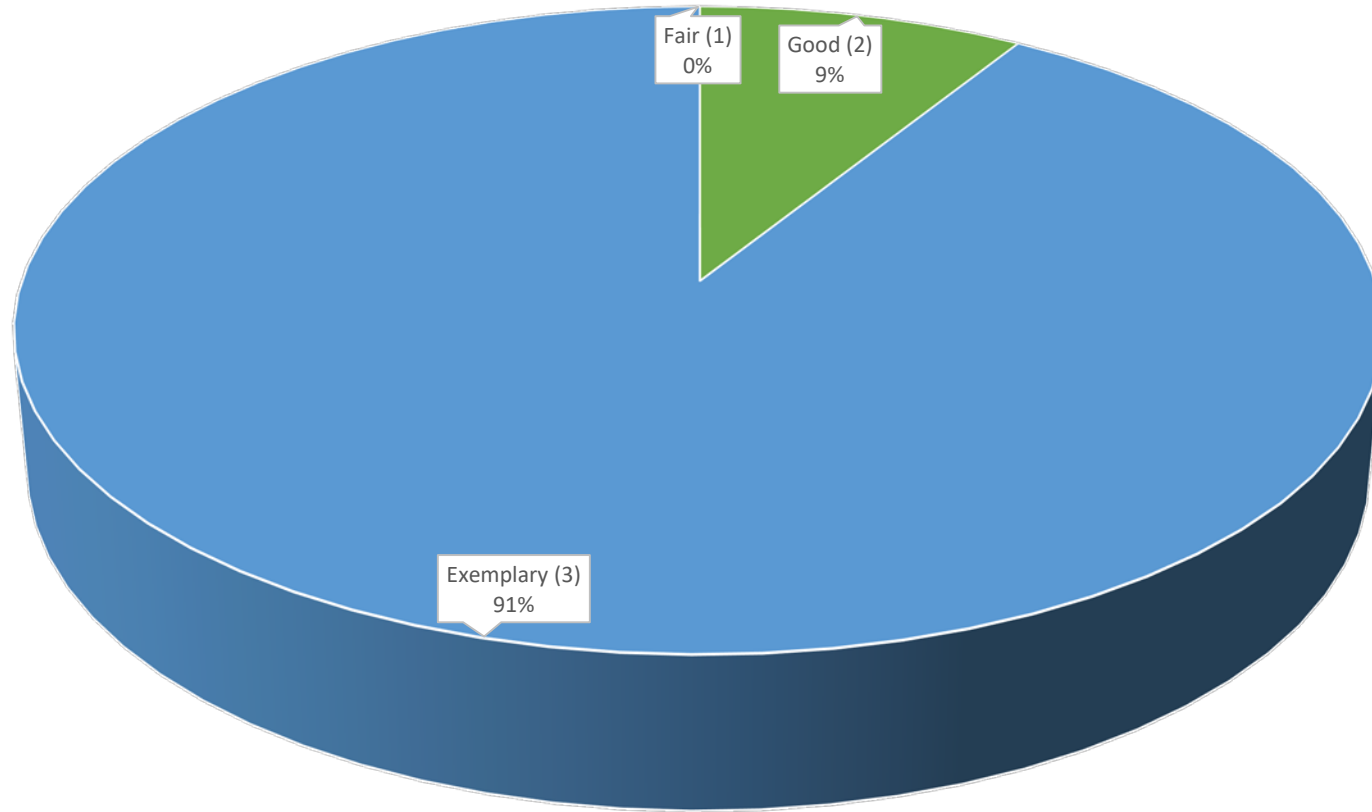
EMBA Degree

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



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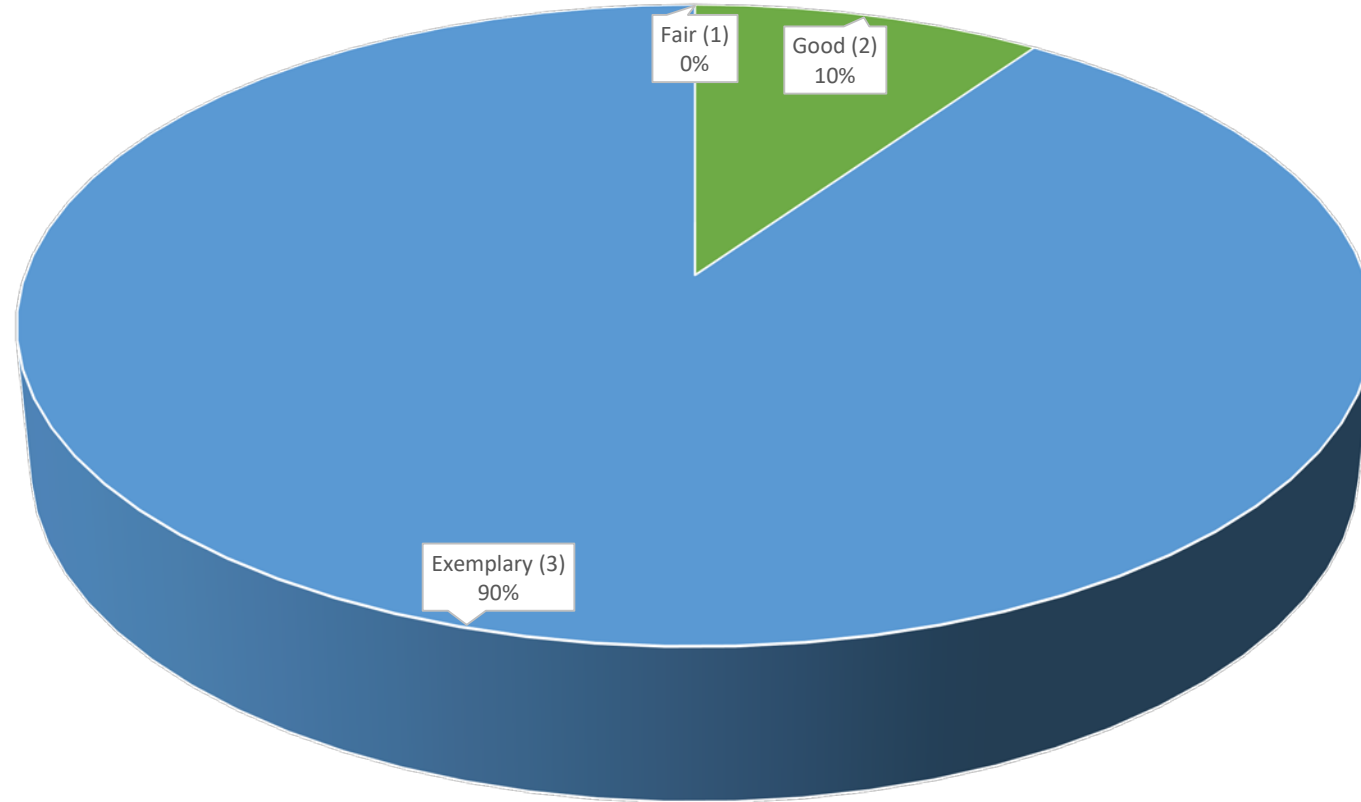
■ Fair (1) ■ Good (2) ■ Exemplary (3)

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

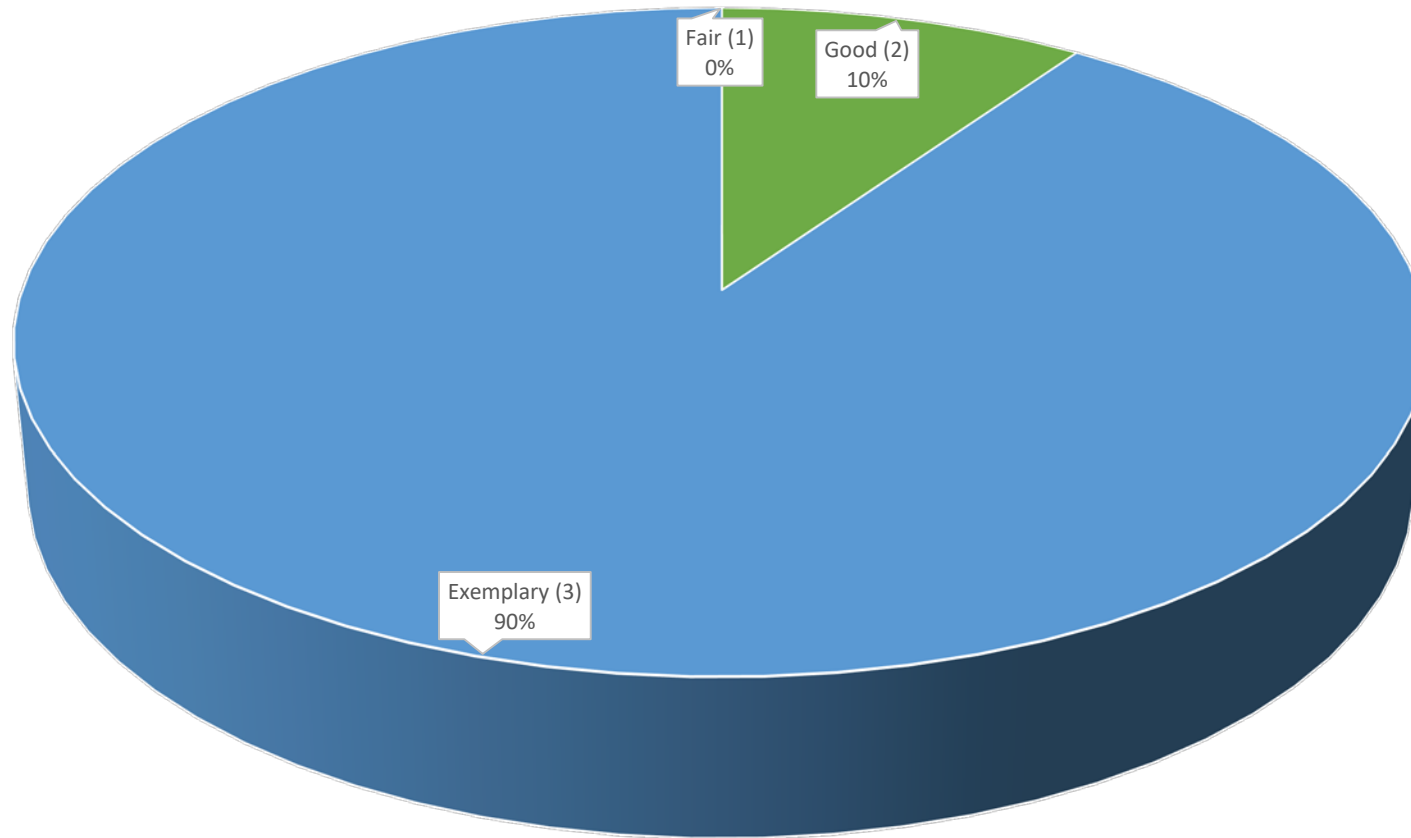


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■ Fair (1) ■ Good (2) ■ Exemplary (3)

EMBA Goal 1 / Objective 2: Implement a strategy to create an effective solution to business problems

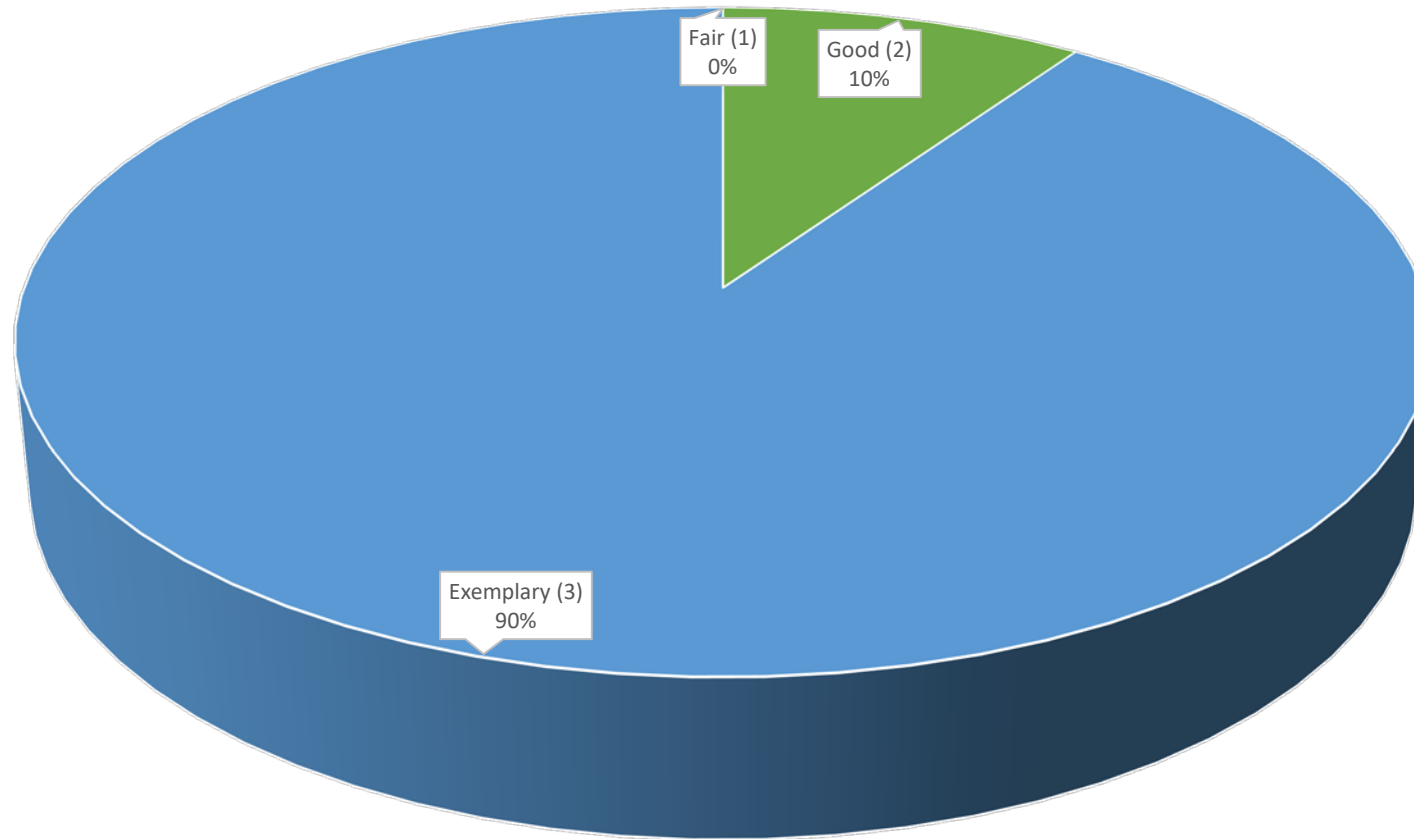


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■ Fair (1) ■ Good (2) ■ Exemplary (3)

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



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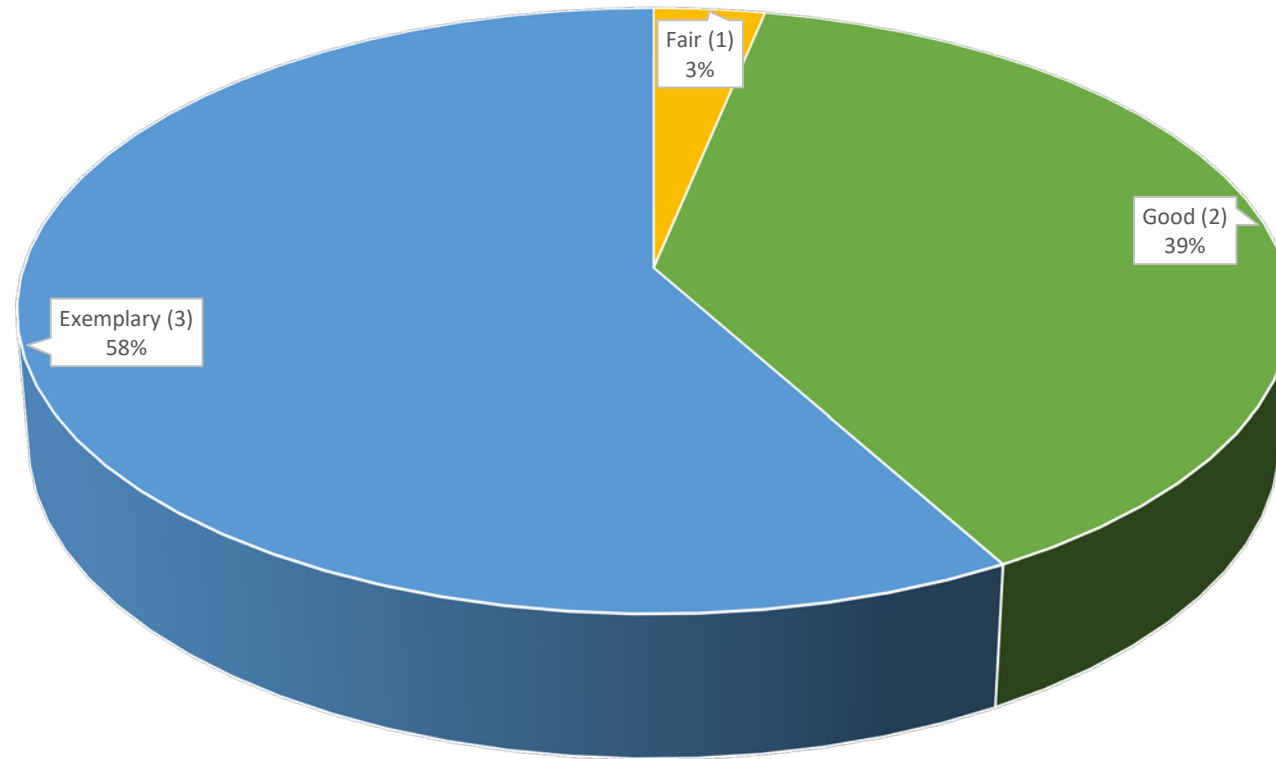
■ Fair (1) ■ Good (2) ■ Exemplary (3)

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

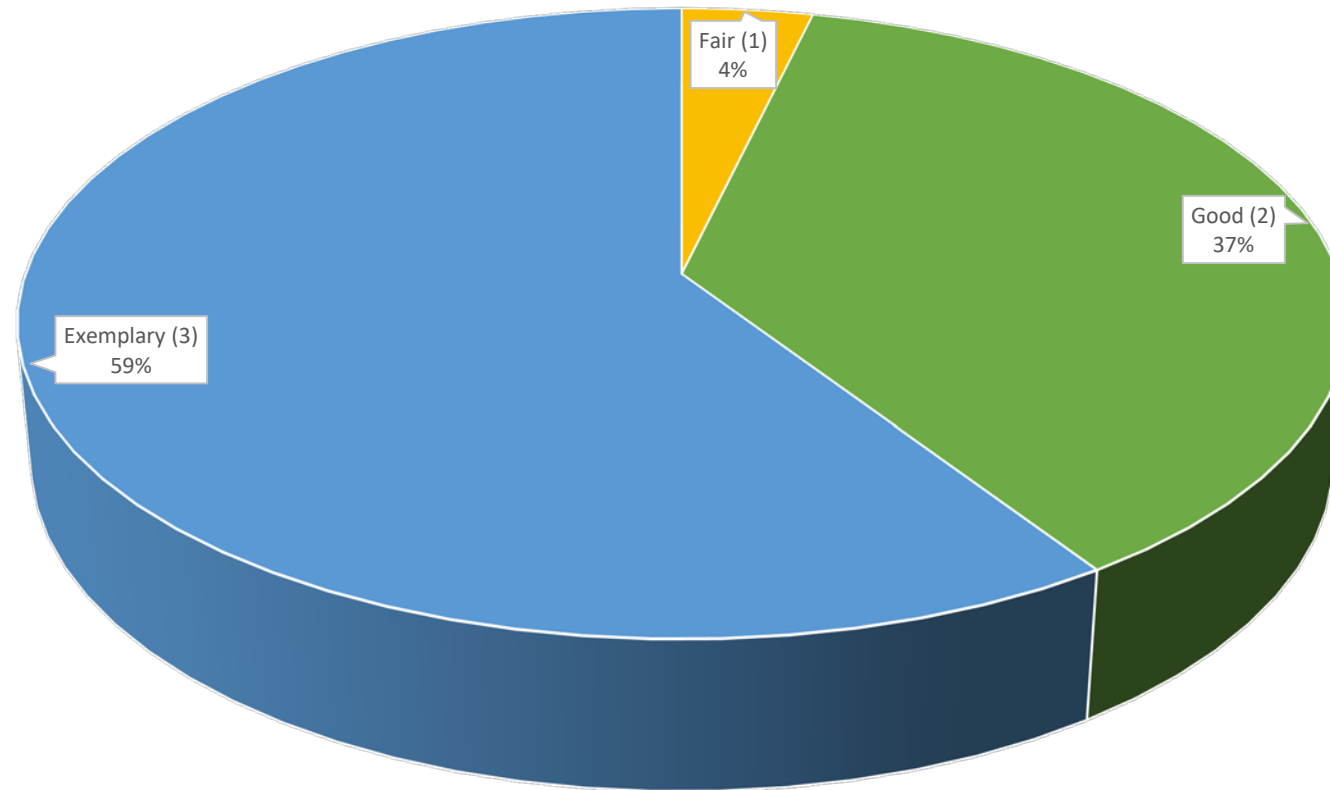


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■ Fair (1) ■ Good (2) ■ Exemplary (3)

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



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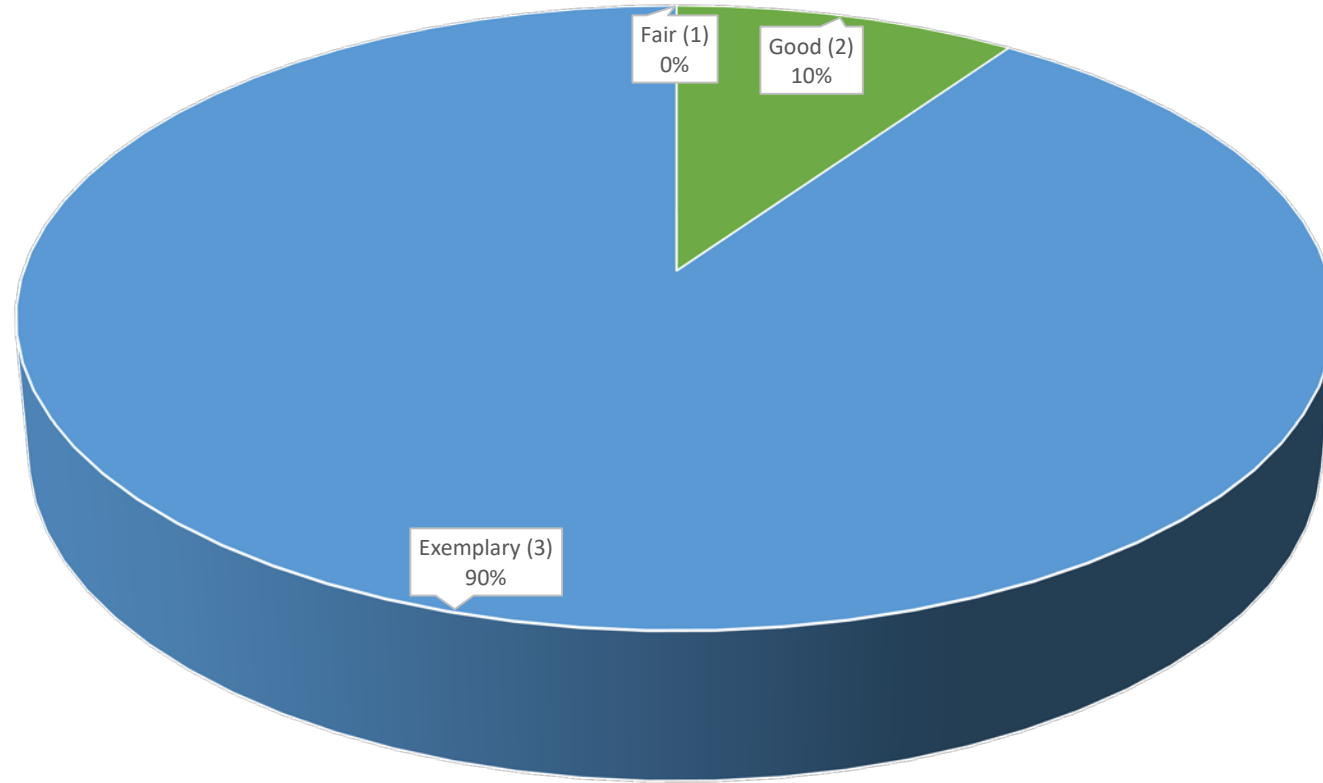
■ Fair (1) ■ Good (2) ■ Exemplary (3)

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

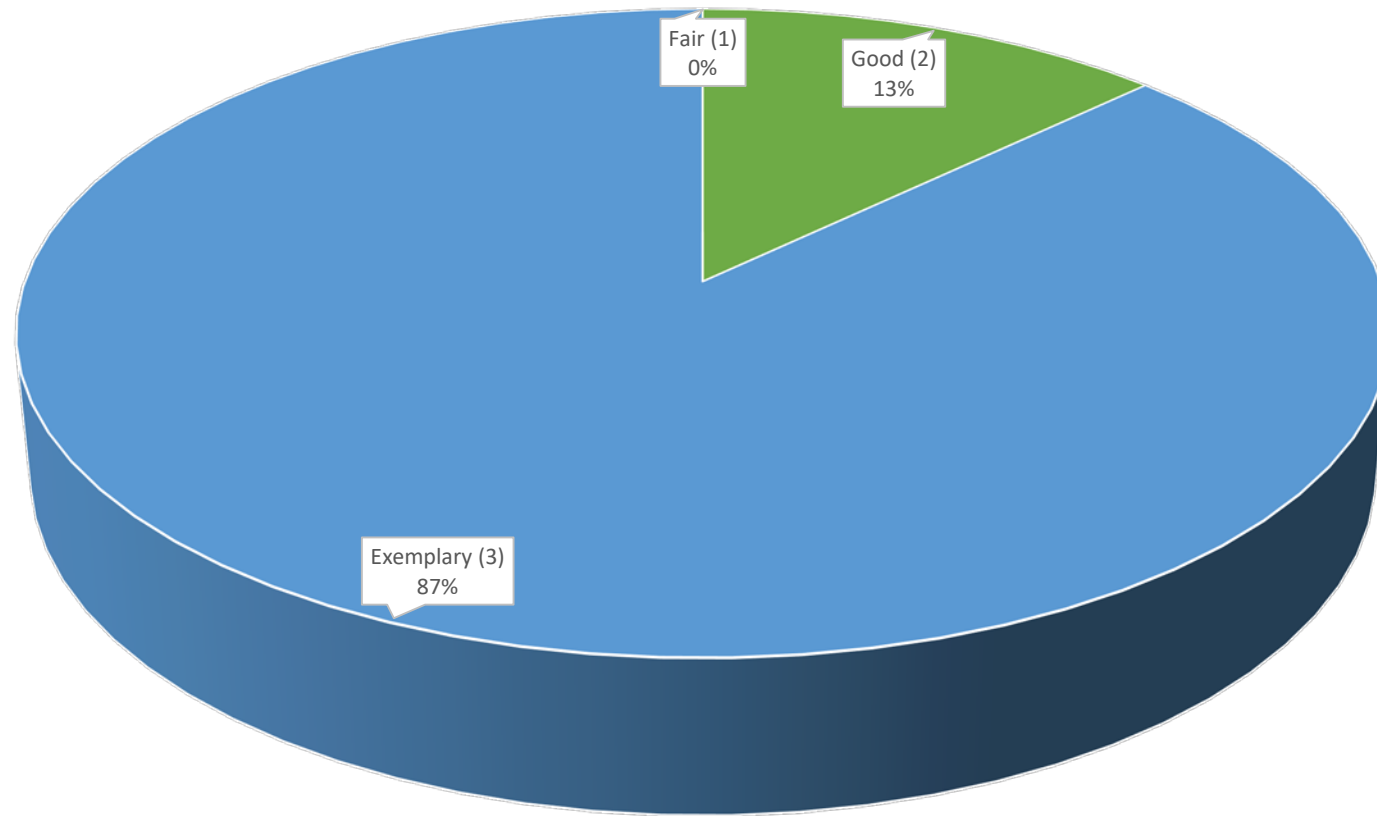


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■ Fair (1) ■ Good (2) ■ Exemplary (3)

EMBA Goal 5 / Objective 2: Apply ethical decision frameworks to business problems



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Spring 2020

■ Fair (1) ■ Good (2) ■ Exemplary (3)