Analysis Results for MBA 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 MBA Program

• This is an assessment of Fogelman’s Professional MBA 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 MBA 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 Professional MBA 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><strong>PLG1: Leadership Skills</strong></td>
<td>MLO1: Understand how leaders can be positive role models</td>
<td>MGMT-7160, MGMT-7135</td>
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<tr>
<td></td>
<td>MLO2: Understand how leaders motivate and inspire groups and individuals</td>
<td>MGMT-7160, MGMT-7135</td>
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<tr>
<td></td>
<td>MLO3: Understand how leaders communicate a vision</td>
<td>MGMT-7160, MGMT-7135</td>
</tr>
<tr>
<td><strong>PLG2: Technical Skills</strong></td>
<td>MLO1: Proficiency in the use of business application software packages for</td>
<td>FIR-7155</td>
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<tr>
<td></td>
<td>financial analysis of data</td>
<td></td>
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<tr>
<td></td>
<td>MLO2: Proficiency in utilizing the internet to collect relevant business</td>
<td>MIS-7650, ECON-7100</td>
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<tr>
<td></td>
<td>research data</td>
<td></td>
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<tr>
<td></td>
<td>MLO3: Proficient use of current communication technologies to gather,</td>
<td>SCMS-7110</td>
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<tr>
<td></td>
<td>organize, transmit, and present information in a manner that enhances</td>
<td></td>
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<tr>
<td></td>
<td>business processes and productivity</td>
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<td></td>
<td>MLO4: Proficiency in the use of analytical tools and their applications</td>
<td>SCMS-7110</td>
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<tr>
<td><strong>PLG3: Social/Ethical Issues</strong></td>
<td>MLO1: Understand how social, ethical, and cultural trends affect business</td>
<td>MIS-7650</td>
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<tr>
<td></td>
<td>MLO2: Understand differences across markets and customers</td>
<td>MKTG-7140, ECON-7100</td>
</tr>
<tr>
<td></td>
<td>MLO3: Understand how social and ethical issues affect organizational</td>
<td>MIS-7650</td>
</tr>
<tr>
<td></td>
<td>strategies, structures, and systems</td>
<td></td>
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<tr>
<td><strong>PLG4: Knowledgeable in functional areas</strong></td>
<td>MLO1: Understand/use disciplinary knowledge and skills</td>
<td>MGMT-7160, MIS-7650, SCMS-7313, ECON-7100, FIR-7155</td>
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<tr>
<td></td>
<td>MLO2: Integrate disciplinary expertise across functional areas</td>
<td>SCMS-7313, ECON-7100</td>
</tr>
<tr>
<td><strong>PLG5: Critical Thinkers/Problem Solvers</strong></td>
<td>MLO1: Proficiency in identifying and framing common organizational problems</td>
<td>FIR-7155, SCMS-7313, ECON-7100, MIS-7650</td>
</tr>
<tr>
<td></td>
<td>MLO2: Determine the relevant decision criterion for solving the problem</td>
<td>F IR-7155, SCMS-7313, MIS-7650</td>
</tr>
<tr>
<td></td>
<td>MLO3: Given the decision criterion, identify and analyze relevant</td>
<td>F IR-7155, SCMS-7313, ECON-7100, MIS-7650</td>
</tr>
<tr>
<td></td>
<td>alternatives</td>
<td></td>
</tr>
<tr>
<td>Learning Outcome Area (Goal)</td>
<td>MLO1</td>
<td>MLO2</td>
</tr>
<tr>
<td>---------------------------------------------</td>
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<tr>
<td><strong>PLG1: Leadership</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MLO1</td>
<td>8%</td>
<td>26%</td>
</tr>
<tr>
<td>MLO2</td>
<td>9%</td>
<td>29%</td>
</tr>
<tr>
<td>MLO3</td>
<td>7%</td>
<td>24%</td>
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<tr>
<td><strong>PLG2: Technically Competent</strong></td>
<td></td>
<td></td>
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<tr>
<td>MLO1</td>
<td>13%</td>
<td>29%</td>
</tr>
<tr>
<td>MLO2</td>
<td>1%</td>
<td>26%</td>
</tr>
<tr>
<td>MLO3</td>
<td>1%</td>
<td>32%</td>
</tr>
<tr>
<td>MLO4</td>
<td>2%</td>
<td>26%</td>
</tr>
<tr>
<td><strong>PLG3: Social &amp; Ethical Issues</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MLO1</td>
<td>16%</td>
<td>47%</td>
</tr>
<tr>
<td>MLO2</td>
<td>10%</td>
<td>32%</td>
</tr>
<tr>
<td>MLO3</td>
<td>11%</td>
<td>40%</td>
</tr>
<tr>
<td><strong>PLG4: Functional Area Knowledge</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MLO1</td>
<td>5%</td>
<td>31%</td>
</tr>
<tr>
<td>MLO2</td>
<td>4%</td>
<td>35%</td>
</tr>
<tr>
<td><strong>PLG5: Critical Thinkers/Problem Solvers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MLO1</td>
<td>5%</td>
<td>19%</td>
</tr>
<tr>
<td>MLO2</td>
<td>8%</td>
<td>22%</td>
</tr>
<tr>
<td>MLO3</td>
<td>8%</td>
<td>20%</td>
</tr>
</tbody>
</table>
MBA Degree

**PLG1**: Graduates will be leaders.

- **MLO1**: Understand how leaders can be positive role models.
- **MLO2**: Understand how leaders motivate and inspire groups and individuals.
- **MLO3**: Understand how leaders communicate a vision.
MBA PLG1 / MLO1: Understand how leaders can be positive role models

- Exemplary (3) 66%
- Good (2) 26%
- Fair (1) 8%

(n)=194

Fall 2019
MBA PLG1 / MLO2: Understand how leaders motivate and inspire groups and individuals

- **Exemplary (3)**: 62%
- **Good (2)**: 29%
- **Fair (1)**: 9%

(n)=195  
Fall 2019
MBA PLG1 / MLO3: Understand how leaders communicate a vision

- Exemplary (3) 69%
- Good (2) 24%
- Fair (1) 7%

(n)=195

Fall 2019
MBA Degree
PLG2: Graduates will be technologically competent.

- **MLO1**: Proficiency in the use of business application software packages for financial analysis of data.
- **MLO2**: Proficiency in utilizing the internet to collect relevant business research data.
- **MLO3**: Proficient use of current communication technologies to gather, organize, transmit, and present information in a manner that enhances business processes and productivity.
- **MLO4**: Proficiency in the use of analytical tools and their applications.
MBA PLG2 / MLO1: Demonstrate proficiency in the use of business application software packages for financial analysis of data

- Exemplary (3) 58%
- Good (2) 29%
- Fair (1) 13%

(n)=107

Fall 2019
MBA PLG2 / MLO2: Demonstrate proficiency in utilizing the internet to collect relevant business research data

- Exemplary (3): 73%
- Good (2): 26%
- Fair (1): 1%

(n)=159

Fall 2019
MBA PLG2 / MLO3: Demonstrate proficient use of current communication technologies to gather, organize, transmit, and present information in a manner that enhances business processes and productivity.
MBA PLG2 / MLO4: Demonstrate proficiency in the use of analytical tools and their applications

Exemplary (3) 72%
Good (2) 26%
Fair (1) 2%

(n)=129 Fall 2019

- Fair (1)
- Good (2)
- Exemplary (3)
MBA Degree

PLG3: Graduates will be knowledgeable of social and ethical issues and trends affecting business.

- **MLO1**: Understand how social, ethical, and cultural trends affect business.
- **MLO2**: Understand differences across markets and customers.
- **MLO3**: Understand how social and ethical issues affect organizational strategies, structures, and systems.
MBA PLG3 / MLO1: Understand how social, ethical, and cultural trends affect business

- Exemplary (3) 37%
- Fair (1) 16%
- Good (2) 47%

(n)=141  
Fair (1)  Good (2)  Exemplary (3)  
Fall 2019
MBA PLG3 / MLO2: Understand differences across markets and customers

- Exemplary (3) 58%
- Good (2) 32%
- Fair (1) 10%

(n)=203  Fall 2019
MBA PLG3 / MLO3: Understand how social and ethical issues affect organizational strategies, structures, and systems

- Exemplary (3) 49%
- Good (2) 40%
- Fair (1) 11%

(n)=142
Fall 2019
MBA Degree

PLG4: Graduates will be knowledgeable in functional areas and their integration.

- **MLO1**: Understand/use disciplinary knowledge and skills.
- **MLO2**: Integrate disciplinary expertise across functional areas.
MBA PLG4 / MLO1: Understand and use disciplinary knowledge and skills

- Exemplary (3) 64%
- Good (2) 31%
- Fair (1) 5%

(n)=257  
Fall 2019
MBA PLG4 / MLO2: Integrate disciplinary expertise across functional areas

- Exemplary (3) 61%
- Good (2) 35%
- Fair (1) 4%

(n)=156  Fall 2019
MBA Degree

PLG5: Graduates will be critical thinkers and problem solvers.

- **MLO1**: Proficiency in identifying and framing common organizational problems.
- **MLO2**: Determine the relevant decision criterion for solving the problem.
- **MLO3**: Given the decision criterion, identify and analyze relevant alternatives.
MBA PLG5 / MLO1: Demonstrate proficiency in identifying and framing common organizational problems

- Exemplary (3): 76%
- Good (2): 19%
- Fair (1): 5%

(n)=167

Fall 2019
MBA PLG5 / MLO2: Determine the relevant decision criterion for solving problems

- Exemplary (3) 70%
- Good (2) 22%
- Fair (1) 8%

(n)=150

Fall 2019
MBA PLG5 / MLO3: Given the decision criteria, identify and analyze relevant alternatives

- Exemplary (3) 72%
- Good (2) 20%
- Fair (1) 8%

(n)=167

Fall 2019