Fogelman College of Business and Economics
Close the Loop Improvements
Master of Science in Business Administration (MSBA) Degree
Spring 2012

Goal	Recommendation	Action	Improvement
1	Rewrite Objective 2 to include additional technologies/channels of information for doing a wider variety of tasks rather than just the internet. Based on current and emerging trends, this would include social media and mobile applications. Objective 2: Demonstrate how to use social media to achieve business objectives	Rubrics need to be updated.	Lloyd Brooks will update.
1	Introduce activities to support the new broader objective. Objective 2: Demonstrate how to use social media to achieve business objectives	Activities should be included in the curriculum to address this new objective. The committee suggests MIS 7650.	
2	Faculty should include additional activities in the curriculum that specifically focus on written communication.	Activities such as the following should be implemented in FIR 7155: • Ad hoc written communication, demonstrated by activities such as being called on in class to produce a written answer to a question or concept included in a class discussion response • Written reports.	
2	Faculty should include additional activities in the curriculum that specifically focus on oral communication.	Activities such as the following should be implemented in FIR 7155: • Extemporaneous oral presentation, demonstrated by activities such as being called on to provide a verbal answer to a question or concept included in a class discussion. • Prepared class	

		presentations using tools such as PowerPoint slides and structured presentation techniques.	
2	Encourage student participation in extracurricular communication activities.	MSBA faculty should encourage participation in 1) Toastmasters activities, 2) communication workshops	
2	Student presentations should be frequent and consistent throughout the MSBA program	Encourage faculty in that teach the core classes of any MSBA concentration to include at least one opportunity for students to present. FIR classes would include FIR 7155, FIR 7410, FIR 7810, FIR 7840. MIS classes would include MIS 7160, MIS 7605, MIS 7610, MIS 7615, MIS 7640.	
3	Revise the overall goal as the current one is not sufficiently demanding: Goal 3: Graduates will understand trends that are creating opportunities and threats to organizations in a global society.	Goal needs to be updated.	Lloyd Brooks will update.
3	Revise Objective 1 Objective 1: Be aware of past, current and emerging global trends affecting organizations	Rubrics need to be updated.	Lloyd Brooks will update.
3	Revise Objective 2 Objective 2: Identify sources of information to track global trends affecting organizations.	Rubrics need to be updated.	Lloyd Brooks will update.
3	Include an additional objective Objective 3: Analyze the opportunities and threats to organizations in a global society based on past, current and emerging trends.	Rubrics need to be updated.	Lloyd Brooks will update.
3	Activities need to be created to support the objectives of Goal 3.	Faculty teaching MIS 7650 should implement specific activities to support	

		objective 1-3 of Goal 3.	
4	Revise and reorder objectives for Goal 4 as follows: Objective 1: Explain important theories and concepts	Rubrics need to be updated.	Lloyd Brooks will update.
4	Objective 2: Critically evaluate theories and concepts and the arguments surrounding them	Rubrics need to be updated.	Lloyd Brooks will update.
4	Objective 3: Apply theories and concepts to solve problems	Rubrics need to be updated.	Lloyd Brooks will update.
4	Activities need to be created to support the objectives of Goal 4.	Faculty teaching FIR 7155 should implement specific activities to support objective 1-3 of Goal 4.	