Assurance of Learning Assessment Measure Guidance - MBA

Program Overview

The Master of Business Administration degree is designed to serve students, alumni, and businesses by providing educational programs that enhance leadership and competence among businesspeople and solutions for important business problems. This mission is achieved by capitalizing on the research-based knowledge of our faculty to educate and prepare effective business leaders who demonstrate and apply key skills and knowledge, high ethical standards and a global perspective.

The University of Florida MBA Program is designed for individuals with diverse academic and professional backgrounds. The MBA program offers 1 and 2 year options, depending on the prior academic experience of the students. UF offers a full array of learning platforms, including full-time on-campus, weekend, and online options. Full-time students may choose to focus their studies with elective courses in one or more of seven market-driven concentrations. Working Professional students are in lock-step programs, although there are some options for students to take a limited number of electives within this type of MBA program. The curriculum for each of these offerings is driven by faculty working closely with industry leaders, who assist them in developing course content that will best prepare our graduates for successful careers in industry.

Program Goals and Objectives

1) Demonstrate competency across business disciplines.

    a. Apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment.

    Assessment Method: Course-embedded measure (MAN 6724 OR MAN 6637)

2) Demonstrate knowledge and understanding of leadership skills and styles appropriate for working with a variety of individual and groups.

    a. Apply knowledge of core leadership skills to analyze and evaluate problems, choose from and generate alternative solutions, for the purpose of affecting organizational change or influencing others.

    Assessment Method: CapSim TeamMate and Inbox assessments

3) Demonstrate critical thinking.

a. Employ appropriate analytical models and apply critical reasoning processes to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.

Assessment Method: Course-embedded measure (MAN 6724 OR MAN 6637)

4) Possess effective communication skills.

a. Write business documents clearly, concisely, and analytically.

b. Speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids.

Assessment Method: Course-embedded measures (GEB 5212/GEB 5215)

Assessment Measures

The following assessment measure will be used to assess the Assurance of Learning program goals and objectives:

1) Course embedded measures that include case studies embedded in the capstone course to be administered every year in MAN 6724 or MAN 6637 Strategic Management (these course numbers distinguish between the credit earned in the full-time and part-time programs), CapSim assessments at various points both course based and opt-in, a writing assignment embedded in selected offerings of GEB 5212, and a speaking assignment embedded in selected offerings of GEB 5215.

The following information outlines the methods used for this measure.

Course Embedded Measures

Capstone

During their final term of each year, all MBA students are required to complete a Strategic Management capstone course that builds upon the key concepts in each of the core business disciplines. The course is designed to illustrate how core business disciplines are interconnected and will provide the students with opportunities to engage in real-world type problem solving exercises. Depending on the faculty member teaching, these may include: cases, simulations, and other group-based activities.

By reinforcing these key concepts and by giving students a broader opportunity to apply these concepts, the intent is to strengthen the students' business foundations and to have them better prepared for their subsequent careers.

The Strategic Management capstone course will provide an excellent opportunity for the College to assess the extent that the students are accomplishing each of the program goals and objectives. Assessments will be implemented across MBA platform options where faculty will utilize the same rubric, but the assessment measures will be customized to fit the case they choose.

The MBA AOL committee will review the data collected each Fall semester. This data will be stored in a secure location and used for making decisions about future changes or adaptations to the MBA program.

(see attached document StrategicManagement-Rubric.pdf)

CapSimInbox

CapsimInbox is a simulation-based behavioral assessment. The simulation has the look-and-feel of a typical communication platform, complete with emails, shared files, and instant messages. Participants assume managerial roles where they must respond to various problems, situations, and information that are designed to elicit their proficiency on skills related to performance effectiveness. CapsimInbox requires less than 60 minutes to complete (average time is about 40 minutes). CapsimInbox includes a self-directed individual plan builder that provides specific evidence-based developmental tactics and walks participants through the creation of customized skill improvement plan. There are multiple versions of CapsimInbox designed to assess skills across different settings (see below).

Writing Assignment

The executive summary assignment in GEB5212 requires students to extract the most salient and persuasive ideas from a Harvard Business Review management article. Students must refine and focus information to promote action in this document. They need to select and present information clearly, concisely, and coherently according to the reader's needs and goals and the business context. The assignment tests such higher order thinking skills as evaluation and synthesis.

The Communications faculty will score these written summaries and provide the data to the MBA Committee for review by the faculty. This data will be stored in a secure location and used for making decisions about future changes or adaptations to the MBA program.

(see attached document GEB5212-Executive_summaryrubric.pdf)

Speaking Assignment

The persuasive presentation assignment in GEB5215 requires students to deliver and structure an internal business presentation that persuades the audience to adopt the presenter's proposal or recommendation. Students must determine the purposes for presenting, analyze the audience, and use appropriate and compelling information that is logically structured. They need to use well-constructed

PowerPoint slides and demonstrate a number of delivery skills. The assignment tests their ability to design compelling and persuasive presentations and deliver them dynamically.

The Communications faculty will score these presentations and provide the data to the MBA Committee for review by the faculty. This data will be stored in a secure location and used for making decisions about future changes or adaptations to the MBA program.

(see attached document GEB5215-Persuasive Assessment-Rubric.pdf)