

Annual Key Assessment Findings and Curricular Improvements
School of Business and Economics
Master's Programs in MSBA, IEDM, & MSA
AY2014-AY2015

I. Key Assessment Findings:

Below we will provide assessments of MSBA, IEDM, and MSA programs based on capstone courses. The School of Business and Economics provides assessment of its mater's programs based on **MSBA515 (Team Field Study), IEDM562 (Survey Design), and ACCT650 (Accounting Graduate Seminar).**

A. MSBA Program:

MSBA515 Team Field Study requires students to work in teams to analyze a real world business problem under the guidance of a sponsoring company. The team must develop solutions to the problem and present their final recommendation to faculty and representatives from the sponsoring company. Students are evaluated based on their presentation, communication, and problem solving ability and the feedback from both the faculty and the sponsoring companies. Table 1 provides the distribution of grades in the MSBA515 course for spring 2015.

Table 1
MSBA515 Team Field Study Results
School of Business & Economics
AY2014-2015

	A, A-		B+, B, B-		C+, C, C-		D, F,W		Total
	#	%	#	%	#	%	#	%	
SP15	19	82.6%	4	17.4%	0	0%	0	0%	23

As Table 1 displays, over the AY2014-15 period, 23 students enrolled in this class. 82.6% of the students passed with an A and 17.4% with a B. There was no Cs or Fs.

The results of the rubric provided in Table 2 shows that, overall, 80% of students were evaluated to be “Sophisticated” or “Competent.” The table also shows that 5% of students were considered as “Not Yet Compete” in “Analysis of Business Problem” trait. This is a significant improvement over the AY2013-2014 which was 30%.

Table 2
MSBA515 Team Field Study Rubric
AY2014-2015

Class of 2015 - 24 students Trait	Level					
	Sophisticated (3 points each)		Competent (2 points each)		Not Yet Competent (1 Point each)	
	N	%	N	%	N	%
Frame the Business Problem	18	75%	4	17%	2	8%
Research	21	88%	3	13%	0	0%
Analysis of Business Problem	16	67%	6	25%	2	8%
Content and Conduct of Presentation	22	92%	1	4%	1	4%
Overall Average	19	80%	4	15%	1	5%

B. IEDM/IEDP Program:

The IEDM/IEDP programs do not require a capstone course or a written comprehensive examination. However, they requires successful defense of applied research thesis under the Master's Comprehensive Examination (IEDM/IEDP 698A/B). The research project is done as part of the IEDM/IEDP 562 Survey Design course. However, the presentation and defense of the field study occurs one to several semesters later unlike the other Master Programs. Table 3 presents the results for IEDM/IEDP 698A/B.

Table 3
IEDM/IEDP 698A/B Master's Comps
School of Business & Economics
AY2014-AY2015

	Fail		Pass		Pass with Honors		Total
	#	%	#	%	#	%	
FA14	0	0%	6	100%	0	0%	6
SP15	0	0%	1	100%	0	0%	1
SUM15	1	12.5%	7	87.5%	0	0%	8
Total	1	6.7%	14	93.7%	0	0%	15

As Table 3 displays, over the AY2014-15 period, 15 students enrolled in this class. Of the 15 students, 1 failed and 14 passed.

IEDM/IEDP 562 Survey Design provides an introduction to survey methodology and design. The course covers the full process that goes from designing, conducting, analyzing and evaluating sample surveys. After a brief introduction, students learn how to design a survey, methods available for data collection, how to evaluate survey questions, how to proceed with the interviews, and how to deal with post collection of survey data. Table 4 provides the distribution of grades in the IEDM/IEDP 562 for the fall 2014.

Table 4
IEDM/IEDP 562 Survey Design Results
School of Business & Economics
AY2014-AY2015

	A, A-		B+, B, B-		C+, C, C-		D, F		Total
	#	%	#	%	#	%	#	%	
FA14	9	37.5%	14	58.3%	0	0%	1	4.2%	24

As Table 4 displays, over the AY2014-15 period, 24 students enrolled in this class. 9 students passed with an A, 14 students with a B and 1 failed in this class. Overall, 95.8% of students passed this class with an A or a B. There is no rubric available for this course.

C. Assessment of Master of Science in Accounting (MSA):

The M.S.A. program started in the fall 2011. It is a one-year, 30-credit-hour program for students who have completed a B.S. in accounting or equivalent. Students who complete the M.S.A will be eligible and well prepared for the CPA examination. The School uses **ACCT650 (Accounting Graduate Seminar)** to assess the accounting master program. Table 5 provides the distribution of grades in the ACCT650 in the fall 2014 and spring 2015.

Table 5
ACCT650 Graduate Seminar Results
School of Business & Economics
AY2014-AY2015

	A, A-		B+, B, B-		C+, C, C-		D, F,W		Total
	#	%	#	%	#	%	#	%	
FA14	2	40.0%	2	40.0%	1	20.0%	0	0.0%	5
SP15	1	50.0%	0	0.0%	1	50.0%	0	0.0%	2
Total	3	42.8%	2	28.6%	2	28.6%	0	0.0%	7

As Table 5 displays, over the AY2014-15 period, there were only 7 students in the seminar class. Out of the 7 students, 3 passed it with an A, 2 passed with a B, and 2 passed with a C. There is no rubric available for this course.

II. Curricular Improvements/Final Remarks:

During 2014-2015 the School of Business & Economics introduced an accelerated BSA/MSA program for SBE students. Our school also made some changes in the current programs to strengthen these programs. The following are specific changes which were made in our MSA, MSBA, and IEDP/IEDM master programs.

MSA:

Our MSA enrollment has grown from a few students (a year ago) to 15 now, principally because of the following "Curricular Improvements":

- Introduction of an Accelerated 4 1/2 year BSA/MSA Program (only CUA accounting students with a GPA over 3.50 are eligible.).
- Introduction of a MSA Scholarship Program for MSA students with a GPA over 3.50.
- Creation of new MSA accounting courses that meet the current needs of the marketplace and accounting profession. They are: Advanced Auditing, Advanced Forensic Accounting, Financial Statement Analysis, and International Accounting.
- Specialized one-on-one career counseling and job interview preparation for each MSA student. (As a result 100% of our graduates had a full time position months prior to graduation and all with top global and national CPA firms).

MSBA:

Several important changes were made to the MSBA program in light of feedback and results from prior classes.

Fall 2014-Summer 2015

- Modified MSBA 514 to include three 1 hour courses in Sales, Data Analytics and Business Law
- Modified MSBA 502 to include managerial accounting along with financial accounting

Fall 2015-Summer 2016

- Increased Business Law course from 1 hour to 2 hours (MSBA 516)
- Added 2 hour Business Communications course (MSBA 598)
- Added 1 hour Career Development course (MSBA 598) for grade (previously NG)
- Added 2 hour Operations Management course (MSBA 517)
- Increased MSBA 515 Field Team Study from 3 hours to 5 hours
- Integrated sections of Business Research Methods (MSBA 513) with Integrated Marketing (MSBA 504) to better prepare students for MSBA 515 in the spring.
- Lined up all Field Team Study projects in the fall so opening meetings would be held prior to the spring semester and the teams could hit the ground running at a faster pace in January.
- Changed MSBA 512 from 3 hour course to one hour course

IEDM/IEDP:

The following was decided based on the performance of last year for IED programs.

- Introduction of Computer Lab classes (IEDM/P 547 01 & 02) that allow students to gain more practical skills in econometrics and data analysis. This class intends to deepen the knowledge students acquire in Econometrics and it will also provide them with more practical skills for the job market. Initial feedback from students about the new class has been very positive.
- Introduction of a week-long orientation week. The week provides several review sessions for students in different content useful to have a good start at graduate studies: macroeconomics, microeconomics, statistics, university and school policies. Feedback on this was also positive.