

**Annual Key Assessment Findings and Curricular Improvements
School of Business and Economics
Master’s Programs in MSBA, IEDM/IEDP, & MSA
AY2015-AY2016**

I. Key Assessment Findings:

During the AY2015-2016 , the School of Business and Economics offered three master programs: Master of Science in Business Analysis (MSBA), Integrated Economic Development Management (IEDM) or Integrated Economic Development Policy (IEDP), and Master of Science in Accounting (MSA). In the following pages we will provide assessments of MSBA, IEDM, IEDP, and MSA programs based on capstone courses. The assessment of the mater’s programs are based on **MSBA515 (Team Field Study), IEDM562 (Survey Design), IEDP562 (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
AY2015-2016**

	A, A-		B+, B, B-		C+, C, C-		D, F,W		Total
	#	%	#	%	#	%	#	%	
SP15	16	72.7%	6	27.3%	0	0%	0	0%	22

As Table 1 displays, over the AY2015-16 period, 22 students enrolled in this class. 72.7% of the students passed with an A and 27.3% % with a B. There was no Cs or Fs.

The following table provides a summary of the rubric created for this particular class. The results of the rubric provided in Table 2 shows that, overall, 91% of students were evaluated to be “Sophisticated” or “Competent.” The table also shows that 18% of students were considered as “Not Yet Compete” in “Analysis of Business Problem” trait. There is a need for improvement in this trait.

Table 2
MSBA515 Team Field Study Rubric
AY2015-2016

Class of 2015 - 22 students Trait	Level					
	Sophisticated (3 points each)		Competent (2 points each)		Not Yet Competent (1 Point each)	
	N	%	N	%	N	%
Frame the Business Problem	14	64%	4	18%	4	18%
Research	14	64%	8	36%	0	0%
Analysis of Business Problem	18	82%	0	0%	4	18%
Content and Conduct of Presentation	18	82%	4	18%	0	0%
Overall Average	16	73%	4	18%	2	9%

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
AY2015-AY2016

	Fail		Pass		Pass with Honors		Total
	#	%	#	%	#	%	
FA15	4	44.4%	5	55.6%	0	0%	9
SP16	0	0%	2	100%	0	0%	2
SUM16	0	0%	0	0%	0	0%	0
Total	4	36.4%	7	63.6%	0	0%	11

As Table 3 displays, over the AY2015-16 period, 11 students enrolled in this class. Of the 11 students, 4 failed (36.4%) and 7 passed (63.6). The department of economics is trying to address this issue in the future semesters to improve the success cases.

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 2015.

Table 4
IEDM/IEDP 562 Survey Design Results
School of Business & Economics
AY2015-AY2016

	A, A-		B+, B, B-		C+, C, C-		D, F		Total
	#	%	#	%	#	%	#	%	
FA14	0	0%	12	92.3%	1	7.7%	0	0%	13

As Table 4 displays, over the AY2015-16 period, 13 students enrolled in this class. Zero students passed with an A, 12 students with a B and 1 with a C. Overall, 92.3% of students passed this class with an A or a B. The lack of A in this class is concerning. The department is trying to address this issue, as well. 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
AY2015-AY2016

	A, A-		B+, B, B-		C+, C, C-		D, F,W		Total
	#	%	#	%	#	%	#	%	
FA14	0	0%	2	100%	0	0%	0	0%	2
SP15	3	50%	2	33.3%	1	16.7%	0	0%	6
Total	3	37.5%	4	50%	1	12.5%	0	0%	8

As Table 5 displays, over the AY2015-16 period, there were 8 students in the seminar class. Out of the 8 students, 3 passed it with an A, 4 passed with a B, and 1 passed with a C. There is no rubric available for this course.

II. Curricular Improvements/Final Remarks:

During 2015-2016 there were no significant changes in the MSA program. However, there were few improvements or changes in MSBA and IEDM/IEDP master program curriculum.

MSA:

Despite of no significant changes were made in the MSA curriculum, the program director was extensively involved in soliciting input from the CPA firm and their critical needs in terms of recruiting and hiring students.

MSBA:

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

Fall 2015

- Added a 1-hour Business communication course.

Spring 2016

- Added a 1-hour operations management course
- Expanded Business Law course from 1 to 2 credit hours
- Successfully completed six Field Team Study projects with:
 - CUA HR department
 - Millennial Solution
 - NetApp
 - World First
 - The Perfect Gourmet
 - Institute for Excellence in Sales

Other Activities: MSBA students attended Madison Street in New York visiting several companies during their 5 days trip as a part of an intensive field experience activities.

MSM Program – Master of Science in Management was moved under the School of Business & Economics with more control over content and faculty.

IEDM/IEDP:

The following improvements and/or activities were conducted during AY-2015-2016 by the department of economics to the IEDM/IEDP programs:

- Added a new course in “Global Agriculture and Food Security”
- Greater number of internships
- Co-publishing several articles with students
- 100% job placement