

IE Measures:
Summer 1997

Department: CBA
 Director: Dr. Robert Pennington
 Participating Faculty:
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Program Statement: MBA CIP Code: 52.0101 Level: Graduate

Linkage between Expanded Statement of Institutional Purpose,
 Department/Program Intended Outcomes/Objectives, Assessment Criteria and Procedures,
 Results, and Use of Results at our University

Expanded Statement of Institutional Purpose	Departmental/Program Intended Outcomes/objectives	Assessment Criteria & Procedures	Assessment Results	Use of Results
<p>UCF Mission: UCF is a metropolitan university committed to providing the finest undergraduate education in Florida, achieving international prominence in key graduate educational and research programs, promoting a global perspective, fostering inclusiveness and diversity, and becoming America's leading partnership university.</p> <p>CBA Mission: The mission of the College of Business Administration is to provide quality business education programs, at the undergraduate, graduate and executive levels, to the citizens of the state of Florida and to selected clientele nationally and internationally. In delivering these programs, the College places primary emphasis on excellent teaching, research and service with a strong commitment to developing</p>	<p>1. Knowledge Graduates with the Master's of Business Administration degree will have the creative decision-making competencies to successfully and ethically manage organizational resources in an ever-changing, knowledge driven, global environment.</p> <p>2. Skills UCF MBA graduates and students perceive they have the necessary functional and conceptual skills to be successful in their professional endeavors.</p>	<p>1.a. In order to assess these decision-making competencies a survey of employers of UCF MBA graduates will be conducted. 80% of employers surveyed will rate UCF MBA graduates at 3 or higher on a five point scale.</p> <p>1.b. A sample of UCF MBA student policy cases from the capstone "Business Policy and Social Responsibility" course will be reviewed in the spring of 1997 by outside business professionals. 80% of the student cases sampled will be evaluated at 3 or above on a 5 point scale.</p> <p>2.a. To assess these necessary functional and conceptual skills, a survey of employers of UCF MBA graduates will be conducted. 80% of employers surveyed will rate UCF MBA graduates at 3 or higher on a five point scale.</p>	<p>1.a. Implemented and data collected Spring 1997. Of 67 employers called, 100% of those responding rated UCF MBA graduates 3 or higher on the 5 point scale.</p> <p>1.b. Implemented and data collected Spring 1997. 50% of all cases were reviewed, with 100% receiving a 3 or higher on the 5 point scale. In the 22 areas measured, 18 received a 4 or 5 by the executives.</p> <p>2.a. Implemented and data collected Spring 1997. Of 67 employers called, 100% of those responding rated UCF MBA graduates 3 or higher on the 5 point scale.</p>	<p>1.a. Results indicate this outcome has been met. No action was taken. We will continue to monitor this outcome during the next assessment cycle.</p> <p>1.b. Results indicate this outcome has been met. No action was taken. We will continue to monitor this outcome during the next assessment cycle.</p> <p>2.a. Results indicate this outcome has been met. No action was taken. We will continue to monitor this outcome during the next assessment cycle.</p>

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<p>mutually supportive relationships with the business community of Central Florida.</p> <p>Program Mission: The intent of the MBA Program at the University of Central Florida is to develop the student's analytical, problem-solving, and decision-making capabilities to meet the challenge of leadership in professional management positions in today's global economy and in the changing world of the future. Improved success of graduates to apply these knowledge and skills in the job market will be assessed.</p>	<p>3. Success in Labor Market UCF MBA graduates experience career enhancements.</p>	<p>2.b. A sample of UCF MBA student policy cases from the capstone "Business Policy and Social Responsibility" course will be reviewed in the Spring of 1997 by outside business professionals for these necessary functional and conceptual skills. 80% of the student cases sampled will be evaluated at 3 or above on a 5 point scale.</p> <p>2.c. A sample of graduating students will be surveyed in the capstone "Business Policy and Social Responsibility" course. 80% of the students will rate the program at a 4 or higher (out of 5).</p> <p>2.d. From the list of functional and conceptual skills, no item will receive less than 70% relevancy rating (3,4, or 5 out of a 5 point scale) in the survey of graduating students.</p> <p>3a. A sample of MBA alumni will be surveyed about promotions, pay raises, job changes and career changes since entering the program. 70% or more of the students responding will indicate some career enhancement.</p> <p>3b. Currently enrolled MBA students will be surveyed about promotions, pay raises, job changes and career changes since entering the program. 35% of enrolled students responding will indicate some career enhancement since entering the program.</p>	<p>2.b. Implemented and data collected Spring 1997. 50% of all cases were reviewed, with 100% receiving a 3 or higher on the 5 point scale. In the 22 areas measured, 18 received a 4 or 5 by the executives.</p> <p>2.c. Implemented and data collected Spring 1997. 89% of students surveyed responded 4 or 5.</p> <p>2.d. Implemented and data collected Spring 1997. No item received less than 70% relevancy rating (3,4, or 5 out of a 5 point scale) in the survey of graduating students.</p> <p>3.a. Implemented and data collected Spring 1997. 78% of responding alumni indicated career enhancement since entering the MBA program.</p> <p>3.b. Implemented and data collected Spring 1997. 65% of currently enrolled and graduating MBA students indicated some career enhancement since entering the program.</p>	<p>2.b. Results indicate this outcome has been met. No action was taken. We will continue to monitor this outcome during the next assessment cycle.</p> <p>2.c. Results indicate this outcome has been met. No action was taken. We will continue to monitor this outcome during the next assessment cycle.</p> <p>2.d. Results indicate this outcome has been met. No action was taken. We will continue to monitor this outcome during the next assessment cycle.</p> <p>3.a. Results indicate this outcome has been met. No action was taken. We will continue to monitor this outcome during the next assessment cycle.</p> <p>3.b. Results indicate this outcome has been met. No action was taken. We will continue to monitor this outcome during the next assessment cycle.</p>