

IE Measures:
Summer 1999

Department: CBA
 Director: Dr. Robert Ford
 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>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>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 Fall of 1999 by outside business professionals. 80% of the student cases sampled will be evaluated at 3 or above on a 5 point scale.</p>	<p>1.a. 100% of employers responding to a survey rated UCF MBA graduates at 4 or 5 on a five-point scale on decision-making competencies.</p>	<p>1.a. Goal was met. No immediate action but continuing review will be maintained.</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 select 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 mutually supportive relationships with the business</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.b. All randomly selected cases reviewed were all graded at "3" or higher by business professionals on decision making competencies.</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>2.b. A sample of UCF MBA student</p>	<p>1.b. All randomly selected cases reviewed were all graded at "3" or higher by business professionals on decision making competencies.</p> <p>2.a. 100% of employers responding to a mail survey rated UCF MBA graduates at 4 or 5 on a five-point scale on functional and conceptual skills.</p>	<p>1.b. Goal was met. No immediate action but continuing review will be maintained.</p> <p>2.a. Goal was met. No immediate action but continuing review will be maintained. Results will be shared with individual departments on relative strengths and weaknesses.</p>

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<p>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>policy cases from the capstone "Business Policy and Social Responsibility" course will be reviewed in the Fall of 1999 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 five-point scale) in the survey of graduating students.</p> <p>3. Success in Labor Market UCF MBA graduates experience career enhancements.</p>	<p>2.b. All randomly selected cases reviewed from capstone policy course were all graded at "3" or higher on functional and conceptual skills by business professionals.</p> <p>2.c. Surveys sent to graduating students rated the program at 3.92 on the question "The Value of the MBA to me has been."</p> <p>2.d. Surveys sent to graduating students on functional and conceptual skills averaged 3.97 on decision-making skills and 4.22 on functional skills.</p> <p>3.a. Surveys sent to graduates on career changes yielded a 3.88 average score on the questions related to career enhancement and more than 70% indicated some career enhancement.</p> <p>3.b. 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. Goal was met. No immediate action but continuing review will be maintained. Results will be shared with individual departments on relative strengths and weaknesses.</p> <p>2.c. Goal was met. No immediate action but continuing review will be maintained.</p> <p>2.d. Goal was met. No immediate action but continuing review will be shared with individual departments on relative strengths and weaknesses.</p> <p>3.a. Goal was met. No immediate action but continuing review will be shared with Dean and career resources to develop strategies to improve percentile of agreement.</p> <p>3.b. Goal was met. No immediate action but continuing review will be shared with Dean and career resources to develop strategies to improve percentile of agreement.</p>	