



MBA/College of Business 2022 Assessment Report

All areas shaded in gray are to be completed by the department/program.
This document will be posted online and must be [accessible electronically](#) (including appendices).

MISSION STATEMENT

The UM MBA Program's mission is to serve our region by educating leaders to effectively manage organizations in a global business environment.

MBA Learning Goals:

College of Business MBA graduates will demonstrate:

1. Integrated and functional global business knowledge
2. Communication skills
3. Ethical leadership
4. Critical thinking & problem solving

DEPARTMENT ALIGNMENT WITH PRIORITIES FOR ACTION

The MBA's objectives are guided by the COB Strategic Plan, adopted in 2018 and updated in 2022

1. Keep Students at the Center of All We Do
 - a. All courses are offered in a flexible delivery format (in person, via zoom, or asynchronous), meeting students where they are professionally, personally, and geographically
 - b. Provided career readiness for all students
 - c. Align program curriculum with core values and market demand
 - d. Management and Marketing Advisory Board
 - e. The University of Montana MBA Program is compatible with the majority of grad degrees students from across campus
2. Make Every Moment Meaningful
 - a. Collected data and offered elective coursework in DEI
 - b. Standalone certificates (Entertainment Mgmt., Cybersecurity and Entrepreneurship)
 - c. Experiential learning emphasis in courses (e.g., Leadership and Motivation/ Service Learning)
 - d. International experiences – Romania
3. Cultivate and Communicate Relevant New Ideas

- a. Create an environment for thought leadership through faculty research and resources
 - b. Student capstone projects
 - c. Faculty leadership and involvement on various Boards of Directors in Missoula and Montana
 - d. Faculty involvement in interdisciplinary graduate advising and grant submissions and research
 - e. Faculty members who consult and teach in Executive Education and international exchange programs bring experiences and real examples into the classroom
4. Steward Human, Financial, and Environmental Resources
- a. Nationally-recognized teachers and researchers in the department
 - b. Faculty members who consult and teach in Executive Education and international exchange programs bring experiences and real examples into the classroom
 - c. Opportunity for sustainability electives

STUDENT LEARNING OUTCOMES and MEASUREMENT TOOLS

Student Learning Outcomes	Class Project / Presentations	Exit Exam	Capstone Project
Integrated and functional global business knowledge	ACTG 605 BMGT 640 BMGT 685 BMGT 665	Sp21 Sp22	Sp21 Sp22
Communication skills	ACTG 605 BMGT 604 BMGT 665 BMKT 660 BMGT 640 BMGT 685		Sp21 Sp22
Ethical leadership	BMGT 650 BMGT 605	Sp21 Sp22	Sp21 Sp22
Critical thinking & Problem solving	ACTG 605 BMGT 604 BMGT 665 BMKT 660 BMGT 640 BMGT 685 BMIS 650 BMIS 674	Sp21 Sp22	Sp21 Sp22

RESULTS and MODIFICATIONS

Student Learning Outcomes results	Modifications made to enhance learning
<p>Class Projects and Presentations</p> <p>ACTG 605</p> <ul style="list-style-type: none"> • Case analysis and presentations <p>BMGT 604 / BMGT 665</p> <ul style="list-style-type: none"> • Individual papers and case studies <p>BMKT 660</p> <ul style="list-style-type: none"> • Consulting applications and case analysis <p>BMGT 640</p> <ul style="list-style-type: none"> • Students demonstrate the ability to apply the concept of Adaptive Leadership to a challenge they are facing in their own work through 4 adaptive challenge exercises • Students demonstrate the ability to apply course concepts such as motivation, conflict management, leadership, DEI, teamwork, communication, and organizational culture through a written case study of their Capstone Company. • Students work on a team to develop arguments for a debate regarding a contentious OB topic. They must use logic, hard evidence, and anecdotal stories to create compelling arguments. They present their arguments in a formal debate during class time. • Capstone Case Study written assignment: part of this assignment is to generate an action plan for their organization to address the issues that they have identified. <p>BMGT 685</p> <ul style="list-style-type: none"> • Students learn about integrated and functional business in the global economy through a combination of textbooks, lecture discussions, and assigned current readings from business periodicals. Their knowledge is assessed based on participation in class discussions and questions included in exams and assigned reading quizzes. • Communication skills are assessed during class discussions orally and for students who participate asynchronously, based on their comments in the discussion forum in lieu of in-class participation. • Assessed based on oral arguments and discussions about global business strategy and how firms respond to national and international regulations impacting international trade and investment decisions. <p>BMGT 650</p> <ul style="list-style-type: none"> • This course attends to the ethical implications of business decisions, policy, strategy, and operation, with students directly evaluated on 	<p>All students scored above the expected target of 70% of students scoring 60% or better</p> <p>Internationally capstone companies have been assigned at the beginning of the program – creating an integration connection within the curriculum. The information on each company that is created in each required course is used in the final capstone project</p>

Student Learning Outcomes results	Modifications made to enhance learning
<p>the Ethical Conduct and Social Responsibility component.</p> <p>BMIS 650</p> <ul style="list-style-type: none"> • Various Case study Analyses <p>BMIS 674</p> <ul style="list-style-type: none"> • Management Information Systems and assessed via individual oral exams 	
<p>Exit Exam</p> <ul style="list-style-type: none"> • See Exit Exam Appendix <p>Completed spring term in required Integrated Projects course Target: 70% of students will score 60% or better</p>	<p>The exit exam tests material from all required courses. Although scores were satisfactory, we have made changes to the administration to motivate students to take it more seriously as it is not a requirement for graduation or course completion. The academic year 2023/24 curriculum changes will reflect a better course distribution, allowing time for concentrated application and retention of course material.</p>
<p>Capstone Project</p> <p>The comprehensive project was presented spring term in the Graduate Integrated Projects course prior to graduation.</p>	<p>Students scored an average of 91.2% in Spring 21 and 93.6% in spring 22. This is well above the target of 70% of students scoring 80% or better</p> <p>Internationally capstone companies have been assigned at the beginning of the program – creating an integration connection within the curriculum</p>

FUTURE PLANS FOR CONTINUED ASSESSMENT

1. Continued review and modification of MBA curriculum in relation to program learning goals.
2. Continued integration of content knowledge across the program curriculum.
3. Additional opportunities for individual versus team-based assessment.
4. Transition of delivery to a synchronous and asynchronous separation – adding value to students needing to attend asynchronous only.
5. Evaluation of Quantitative analysis to include more of an analytical curriculum

APPENDICIES

1. Exit exam results and Learning Goals Assessed

Term	Averages		Sub – Areas									
	Average Score	% Scores \geq 60%	ACTG 605	BFIN 681	BMGT 640	BMIS 674	BMGT 650	BMGT 604	BMGT 665	BMIS 650	BMKT 660	BMGT 685
Spring 2021	71 %	82%	72%	60%	78%	70%	68%	71%	76%	71%	69%	74%
Spring 2022	72%	87%	74%	62%	77%	71%	69%	72%	77%	72%	73%	73%
Learning Goals assessed												
Integrated and functional global business knowledge			X	X	X	X	X	X	X	X	X	X
Communication skills												
Ethics Leadership					X		X					
Critical thinking & problem solving			X							X		

2. Curriculum Map to Learning Goals

LG	ACTG 605	BFIN 681	BMGT 640	BMIS 674	BMGT 604	BMIS 650	BMKT 660	BMGT 665	BMGT 685	BMIS 650	Capstone	Exit Exam
Integrated and functional global business knowledge	X		X						X		X	X
Communication skills	X		X		X		X	X	X		X	
Ethics Leadership	X					X				X	X	X
Critical thinking & problem solving	X		X	X	X		X	X	X	X	X	X