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MBA Assessment Results for “Basic Content Knowledge” Learning Goal: Aggregate Subject Matter Scores

Subject Matter	Assessment Method/and or Measures	Target Performance Level	Results	Follow-up
<i>Accounting</i>	Individual Student Performance on 15 accounting related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 61% Fall 16: 64% Spring 17: 74%	
<i>Finance</i>	Individual Student Performance on 15 finance related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 40% Fall 16: 51% Spring 17: 61%	
<i>Information Systems</i>	Individual Student Performance on 15 information systems questions	Goal is for students to correctly answer 70% correct.	Spring 16: 73% Fall 16: 76% Spring 17: 85%	
<i>Supply chain and analytics</i>	Individual Student Performance on 15 Supply Chain and Analysis related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 49% Fall 16: 73% Spring 17: 65%	
<i>Management</i>	Individual Student Performance on 15 management related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 70% Fall 16: 68% Spring 17: 67%%	
<i>Marketing</i>	Individual Student Performance on 15 marketing related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 79% Fall 16: 71% Spring 17: 81%	

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MBA Assessment Results for “Basic Content Knowledge” Learning Objectives: Accounting Scores

Learning Objectives	Assessment Method/and or Measures	Target Performance Level	Results	Follow-up
1. Financial reporting environment	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 72% Fall 16: 80% Spring 17: 70%	
2. Financial statements	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 58% Fall 16: 72% Spring 17: 78%	
3. Financial ratios	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 56% Fall 16: 61% Spring 17: 63%	
4. Cost terminology	Individual Student Performance on 3 related	Goal is for students to correctly answer 70% correct.	Spring 16: 73% Fall 16: 36% Spring 17: 73%	
5. Information for decision making	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 48% Fall 16: 71% Spring 17: 87%	

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MBA Assessment Results for “Basic Content Knowledge” Learning Objectives: Finance Scores

Learning Objectives	Assessment Method/and or Measures	Target Performance Level	Results	Follow-up
1. Financial principles	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 77% Fall 16: 69% Spring 17: 80%	
2. Financial condition and performance	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 47% Fall 16: 44% Spring 17: 47%	
3. Financial concepts and assessments	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 17% Fall 16: 37% Spring 17: 60%	
4. Financial markets and environment	Individual Student Performance on 3 related	Goal is for students to correctly answer 70% correct.	Spring 16: 22% Fall 16: 53% Spring 17: 61%	
5. Analytical problem solving skills	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 35% Fall 16: 50% Spring 17: 56%	

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MBA Assessment Results for “Basic Content Knowledge” Learning Objectives: Information Systems Scores

Learning Objectives	Assessment Method/and or Measures	Target Performance Level	Results	Follow-up
1. Current Digital technologies and IT trends	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 85% Fall 16: 77% Spring 17: 90%	
2. Impact of IT on organizations and society	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 81% Fall 16: 77% Spring 17: 91%	
3. Managing IT enable projects	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 69% Fall 16: 71% Spring 17: 78%	
4. IT governance within organizations	Individual Student Performance on 3 related	Goal is for students to correctly answer 70% correct.	Spring 16: 56% Fall 16: 61% Spring 17: 84%	
5. Technology adoption	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 73% Fall 16: 92% Spring 17: 81%	

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MBA Assessment Results for “Basic Content Knowledge” Learning Objectives: Supply Chain and Analytics Scores

Learning Objectives	Assessment Method/and or Measures	Target Performance Level	Results	Follow-up
1. Statistical principles and methods	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 31% Fall 16: 58% Spring 17: 70%	
2. Supply chain concepts	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 62% Fall 16: 86% Spring 17: 84%	
3. Role and value of technology	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 57% Fall 16: 59% Spring 17: 63%	
4. Apply quantitative methods	Individual Student Performance on 3 related	Goal is for students to correctly answer 70% correct.	Spring 16: 41% Fall 16: 85% Spring 17: 53%	
5. Communication	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 57% Fall 16: 75% Spring 17: 53%	

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MBA Assessment Results for “Basic Content Knowledge” Learning Objectives: Management Scores

Learning Objectives	Assessment Method/and or Measures	Target Performance Level	Results	Follow-up
1. Organizational change	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 73% Fall 16: 49% Spring 17: 63%	
2. Motivation	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 62% Fall 16: 66% Spring 17: 51%	
3. Group and team dynamics	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 83% Fall 16: 83% Spring 17: 76%	
4. Influence strategies	Individual Student Performance on 3 related	Goal is for students to correctly answer 70% correct.	Spring 16: 53% Fall 16: 59% Spring 17: 67%	
5. Organizational culture	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 81% Fall 16: 80% Spring 17: 79%	

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MBA Assessment Results for “Basic Content Knowledge” Learning Objectives: Marketing Scores

Learning Objectives	Assessment Method/and or Measures	Target Performance Level	Results	Follow-up
1. Functions of marketing	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 88% Fall 16: 52% Spring 17: 79%	
2. Segmentation and targeting	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 79% Fall 16: 83% Spring 17: 87%	
3. Product/brand strategies	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 81% Fall 16: 84% Spring 17: 85%	
4. Integrated marketing communications	Individual Student Performance on 3 related	Goal is for students to correctly answer 70% correct.	Spring 16: 64% Fall 16: 84% Spring 17: 77%	
5. Channel and Pricing	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Spring 16: 81% Fall 16: 54% Spring 17: 75%	