**MBA ASSESSMENT MEETING**

<table>
<thead>
<tr>
<th>Meeting called by:</th>
<th>Kim Campbell (Assoc Dean)</th>
<th>Type of meeting:</th>
<th>Program Assessment Orientation</th>
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<tbody>
<tr>
<td>Facilitator:</td>
<td>Kim</td>
<td>Note taker:</td>
<td>Lauren Ward</td>
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<tr>
<td>Attendees:</td>
<td>Linda Parsons (AC), Shane Underwood (EFLS), Denise McManus (ISM), James King (MM), Brian Gray (Assoc Dean)</td>
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<td>Please read:</td>
<td>E/MBA Program Assessment Data Report 2010-11</td>
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- Understanding role of assessment in accreditation
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

- Reviewing data from past cycle (2010 results)
  - Learning goals
    - Noted these are the same as previous cycle. Can be changed by this committee if desires.
    - Noted these are similar to the undergrad. The rubrics for assessing undergrad and MBA are slightly different because the standards are slightly different.
    - Noted area tagged for improvement in previous cycle was professional development.
  - Measures
    - Noted these are the same as previous cycle (except EMBA now addressed separately). Can be changed by this committee if desires.
    - Discussed courses in which performance has been measured.
      - MGT 542
        - Good measuring point because it is in second year after internships are completed.
        - Good open-ended case assignments as measure of learning goals.
      - ST and AC
        - Less useful measuring point because they are in first year.
        - Exam questions in both courses require more than short-answers but still not as holistic as MGT case assignments.
    - Discussed need to replace ST and AC as points of measurement. Suggested an assignment in IBA because it is only required course in final semester.
  - Results
    - XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
    - XXXXXXX