

2020-2021 Assessment Cycle

## Assessment Findings

### Program Assessment Accomplishments

The Washburn School of Business (including the MBA program) were reaccredited by AACSB in 2020.

A decision was made to better utilize the components of the CapSim simulation project that is administered in the capstone course. This simulation provides assessment data across a range of SLOs. These include business knowledge and analytical techniques to solve business problems.

In general, students met expectations across all SLOs measured. Nevertheless, as noted in the findings section below, some areas need more enhanced attention.

The following changes that impact all SLOs are described below. As indicated, not all changes took place in the last 12 months. These changes are part of the larger Assurance of Learning program and are listed here since they impacted student performance in the current reporting cycle.

Course and (SLOs impacted by the change):

BU 655

Financial  
Strategies

- Students are now divided into different groups for six of the class meetings and are asked to complete a task or set of questions as a group. (SLO 1, 6)
- Students have to work through six different scenarios (generally real world situations) during the semester. (SLO 2)
- The class covers seven key topics of functional knowledge throughout the semester. (SLO 3)
- Two of the scenarios (spinoffs and acquisitions) bring in ethics as a point to consider when making a decision. (SLO 5)

BU 657

Strategic  
Marketing  
Management

- A formalized revise and resubmit process of the term project began in 2016 where students were required to submit an initial draft of the project for feedback that was then revised for a final score. (SLO 1)
- A presentations challenge assignment was created in 2017 where student groups competed against each other to develop the best solution for the given problem or situation (SLO 1, 2, 3, 6)
- A negotiations module and corresponding case was introduced in 2017. (SLO 1, 2, 3, 6)
- Significantly changed the internal marketing module in 2018 (SLO 3)
- Began a team-based marketing strategy simulation in 2018 (SLO 2, 6)

BU 658 Managerial Skills

- A detailed process for conducting performance appraisals (PA) with alignment to business goals, individual development plans, etc. (SLO 1, 5, 6)
- A detailed process for matching managers and staff behaviors to business goals and objectives. (SLO 1, 2, 5, 6)
- Students conduct a detailed self analysis, with examples, on their course learnings, i.e., 1. what four behaviors (favorable or unfavorable) have you learned about yourself, 2. why did you choose these behaviors, 3. how have you (will you) change because of these behaviors. Favorable choices are practiced more and unfavorable choices are stopped or practiced less, 4. How will you know that you are practicing (or not practicing) these

new behaviors. (SLO 1, 5, 6)

BU 674

International Business • A detailed focus on the three business objectives, i.e., Driving Growth, Funding Growth and Best Place to Work. (SLO 2, 3, 4)

- Case studies that reinforces these business objectives (SLO 1, 2, 3, 4)
- Detailed discussion and process in understanding business financial measures, i.e, Revenue Formula (SLO 2, 3, 4)
- A detailed process of aligning the three business objectives to the Revenue Formula (SLO 1, 2, 3, 4)

BU 678

International Marketing

- International marketing simulation started in 2017 – Country Manager (SLO 1,2,3 and 5)
- Changed the requirements for Country Report to better reflect the dimensions of culture (therefore a better understanding of consumer behavior in the country analyzed) (SLO 3 and 5)
- Oral defense of Country Report started in 2017 (SLO 2b and 5)

BU 659

Strategic

Analysis

- Developed a custom textbook and casebook (in cooperation with Wiley) – fall of 2016. Reorganized the case analysis to better focus on problem solving and discussion teaching (SLO 3)
- Class meetings are held at major companies in Topeka (Security Benefit, Advisors Excel) with CEOs as Guest Speakers (SLO 1)

## Finding per Measure

### MBA Outcome Set

PSLO 1

#### Outcome: Communication Skills

Communicate effectively both orally and in writing

▼ **Measure:** Communications  
*Program level Direct - Student Artifact*

Details/Description:

Oral: Presentation in capstone course of the CapSim project.

Written : A written assignment associated with BU657 - Strategic Marketing Management. Assessment is based on the following components:

1. Context of and Purpose for Writing

2. Content Development
3. Genre and Disciplinary Conventions
4. Sources and Evidence
5. Control of Syntax and Mechanics

All items are measured on a four point scale. Three and four qualify as meeting/exceeding expectations.

Acceptable Target:

At least 70% of students must meet expectations in each area of the rubric.

### Findings for Communications

Summary of Findings:	<p>Oral communications: 20/23 (87%) of students met expectations</p> <p>Written communications: A total of 29 students were assessed. The following percentages indicate the percentage of students meeting expectations:</p> <ol style="list-style-type: none"><li>1. Context of and Purpose for Writing: 79%</li><li>2. Content Development: 72%</li><li>3. Genre and Disciplinary Conventions: 62%</li><li>4. Sources and Evidence: 79%</li><li>5. Control of Syntax and Mechanics: 65%</li></ol>
Results :	Acceptable Target Achievement: Met
Recommendations:	With respect to written communications, additional attention must be placed on disciplinary contentions. Additionally, more attention must be directed toward syntax and mechanics.
Reflections/Notes:	The use of the AAC&U Values rubric for written communication demonstrated the need for improvements in all facets of writing. It will also give the faculty a clear direction on what areas to focus.

## PSLO 2

### Outcome: Analytical and Problem Solving Skills

Use analytical techniques to solve business problems

▼ **Measure:** CapSim - Analytical skills  
*Program level Direct - Student Artifact*

Details/Description:	The CapSim simulation that is administered in the capstone course (BU659) measures students across two areas:  Analytical and/or Quantitative skills Critical thinking and/or Decision making skills
Acceptable Target:	Students should be assessed at 70% or higher according to the simulation grading system.

#### Findings for CapSim - Analytical skills

Summary of Findings:	23 students were assessed across two dimensions:  Analytical and Quantitative skills: 83% met expectations Critical thinking/decision making: 91% met expectations
Results :	Acceptable Target Achievement: Exceeded
Recommendations:	Students are performing very well on this SLO. Due to the importance of problem solving skills, the MBA program should continue to emphasize these skills across all core courses.
Reflections/Notes:	Utilization of the Capsim simulation to assess these skills was a much better tool than the previously used multiple choice measures found in the major field test. Capsim provided a much better active

learning measurement of these important skills.

### PSLO 3

#### **Outcome: Functional Knowledge**

Demonstrate knowledge of fundamental principles in business disciplines and the ability to integrate knowledge across disciplines

▼ **Measure:** CapSim  
*Direct - Student Artifact*

Details/Description:	Accounting Finance Strategy Marketing Operations HR
Acceptable Target:	Students should score at the 70th percentile in each of the areas.

#### Findings for CapSim

Summary of Findings:	23 students were assessed across six areas. The percentage of students meeting/exceeding expectations is listed as well as the total percent correct for Washburn students and total percent correct for all users of the simulation (nationally and around the world):  Accounting: 83% met expectations. The percentage correct for all students was 79%
----------------------	--

at Washburn vs. 64% for all uses of the simulation

Finance: 65% met expectations. The percentage correct for all students was 74% at Washburn vs. 61% for all uses of the simulation

Strategy: 83% met expectations. The percentage correct for all students was 77% at Washburn vs. 55% for all uses of the simulation

Marketing: 83% met expectations. The percentage correct for all students was 79% at Washburn vs. 63% for all uses of the simulation

Operations: 91% met expectations. The percentage correct for all students was 82% at Washburn vs. 57% for all uses of the simulation

HR: 78% met expectations. The percentage correct for all students was 78% at Washburn vs. 64% for all uses of the simulation

Results :

Acceptable Target Achievement: Exceeded

Recommendations:

All areas with the exception of Finance exceeded the percentage of students needed to meet expectations. All areas, including Finance, performed above the national average. The Finance scores should be closely monitored.

Reflections/Notes:

Assessing students in the capstone class with a live simulation project yielded a better assessment result than the MFT and its series of multiple choice questions.

PSLO 4

**Outcome: Global Perspective**

Identify and explain the impact of globalization on the business environment

- ▼ **Measure:** MBA - MFT Additional Global Business questions  
*Program level Direct - Exam*

Details/Description:

Acceptable Target: Students should answer 70% or more questions correctly.

Findings for MBA - MFT Additional Global Business questions

Summary of Findings: These scores will next be obtained in Spring 2022.

Recommendations:

Reflections/Notes:

PSLO 5

**Outcome: Ethical Awareness**

Identify ethical issues and responsibilities in business environments

- ▼ **Measure:** MBA - MFT Additional questions added to test business ethics  
*Program level Direct - Exam*

Details/Description:

Acceptable Target:

Students should answer at least 70% of questions correctly.

Findings for MBA - MFT Additional questions added to test business ethics

Summary of Findings:

These scores will next be recorded in Spring 2022

Recommendations:

Reflections/Notes:

PSLO 6

### Outcome: Teamwork and Interpersonal Skills

Work effectively in teams toward the achievement of a common goal

▼ **Measure:** CapSim project  
*Program level Direct - Other*

Details/Description:

Assessed on basis of the CapSim team project and based on instructor observed criteria of:  
Instructor Intervention  
Communications mechanics  
Cohesiveness  
Frequency of team meetings

Acceptable Target:

Instructor Intervention - If needed, teams should eventually complete project with acceptable results.  
Communications mechanics - Teams should all be graded as "good" or better  
Cohesiveness - Teams should all be graded as "good" or better

Frequency of team meetings - Teams should meet a minimum of one time per week.

### Findings for CapSim project

Summary of Findings:	Six teams were assessed: All areas were acceptable:  Instructor Intervention - 33% of teams needed intervention. 100% of these teams eventually submitted acceptable work. Communications mechanics - 100% of groups were assessed as good or better. Cohesiveness - 100% of groups were assessed as good or better. Frequency of team meetings - All teams met at least once per week.
Results :	Acceptable Target Achievement: Exceeded
Recommendations:	For the first time, Washburn students and ASEBUSS students in Romania collaborated on the group project in the capstone course. As this partnership continues, specifying teamwork expectations early is increasingly important.
Reflections/Notes:	The partnership of the two universities resulted in excellent work and faculty at both universities were satisfied with the results.

### Overall Recommendations

Most SLOs were determined to be performing at an acceptable level. Even so, changes have been implemented that impact all six SLOs in an attempt to further increase student performance as it relates to the set of learning

outcomes. These changes have occurred across multiple core courses. Cumulatively, it is the expectation of the SOBU that this extensive battery of changes will substantially increase student ability across the full spectrum of SLOs.

### Overall Reflection

The better utilization of the semester-long CapSim project in the capstone course was an effective way to capture student learning and assessment data in a way that was a more involved process than the multiple choice questions found in the MFT exam.

The partnership with ASEBUSS (and strong teamwork results) should be expanded to other courses as possible to further increase the teamwork skills of students.

### Faculty Collaboration

Faculty meet to discuss both SLOs and course delivery methods to determine the most optimal way of elevating learning across online/hybrid/on-ground delivery.

### Communication & Collaboration with Students

Students are informed of their assessment results in the course that the assessment takes place.

### Communication & Collaboration with External Stakeholders

SOBU faculty have increased communications with external stakeholders by interviewing members of the community (specifically hiring managers and employers). The focus of the interviews has been on learning what skills/areas are the most critical to employers as they hire new graduates.

We have learned that many of these areas are consistent with the SLOs of the MBA program. These include, written communications, oral communications, problem solving, and teamwork. Leadership has also frequently been mentioned in these interviews. Therefore, the group projects could consider leadership positions within the groups in order to further build these skills.

### Communication & Collaboration with University

The assessment results are communicated to the assessment committee annually for their review and recommendations.

---

Last Modified: 06/30/2021 07:17:30 AM CST