

# **Administrative and Educational Support Report\***

## **MBA Program**

### **Annual Action Plan Annual Assessment Report**

**June 2004 – May 2005**

\*Student Learning Outcomes for this department are available at  
<http://ie.panam.edu/CoBALearningOutcomes.htm>



Annual Action Plan: June 1, 2004–May 31, 2005

Unit: **MBA Program**

**UTPA Mission:** The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master’s and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

Division: **Academic Affairs**

Unit Head: **Dr. Jerry Prock**

**Unit Mission:**

The Graduate Studies Division in the College of Business Administration provides for advanced study leading to the Master of Business Administration Degree (MBA). The mission of the MBA Program at the University of Texas-Pan American is to provide a high quality graduate business education program for the constituency of South Texas comparable to the leading regional business educational institutions in the nation.

The MBA program is designed for those who desire to pursue advanced study in a bicultural business environment as a means of enhancing their business and administrative careers. Specifically, the program is designed to aid in meeting the career needs of those:

1. in executive or administrative position in business, industry, government and service industries who wish to enhance their career opportunities;
2. who wish to broaden their knowledge in the functional business areas in order to be more effective and self-assured in their management abilities; and
3. who are just starting their business careers or who plan to continue their study leading to the Doctor of Philosophy or Doctor of Business Administration Degree.

**Unit Goal:**

The MBA Program of the College of Business will be recognized as the leader in South Texas in Graduate education in business.

**Link to UTPA Goal(s):**

2: Enhance Graduate Education and Research

Annual Action Plan, June 1, 2004–May 31, 2005

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Continuously improve the MBA program (1)	4	Learning outcomes will show year on year improvement.	Engage in continuous improvement to improve learning outcomes.	Use MBA Exit Survey to monitor success of program.	None
		Maintain quality of MBA entering students.	Adhere to entrance standards.	Continue to evaluate efforts of GMAT and GPA.	None

**Unit Goal:**

The MBA Program of the College of Business Administration will assist in the attraction and development of outstanding students and staff who are dedicated to intellectual excellence.

**Link to UTPA Goal(s):**

2: Enhance Graduate Education and Research

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Promote diversity (2)	4	Increase diversity of students admitted to the MBA Program.	Promote the MBA Program internationally.	On-going evaluation	Brochures, envelopes, letters, postage (\$5,000)

**Unit Goal:**

Our faculty and students will produce recognized research that advances:

- Basic scholarship leading to the creation of new knowledge in business and economics
- Applied scholarship fostering improvements in management practice
- The content and delivery of academic programs

**Link to UTPA Goal(s):**

2: Enhance Graduate Education and Research

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Increase faculty scholarship (3)	5	Increase number of publications and/or presentations of the faculty by 5% per year.	Provide research assistance to requesting faculty.	All COBA graduate faculty are eligible to teach in the MBA. Increase in MBA faculty scholarly activities will be conducted by counting the increase.	Funding for research assistantships (\$35,000)

Annual Action Plan, June 1, 2004–May 31, 2005

**Unit Goal:**

The MBA Program will promote community economic activities.

**Link to UTPA Goal(s):**

2: Enhance Graduate Education and Research

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Increase student co-curricular activities (4)	4	Increase public service projects by students.	Promote public service as a high priority for individual studies activities.	Attempt to increase number of graduate assistantships for research.	Nominal

**Unit Goal:**

The MBA Program will attract students who are qualified and exhibit a high probability of success in the program.

**Link to UTPA Goal(s):**

2: Enhance Graduate Education and Research

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Improve student recruitment (5)	4	Decrease the percentage of MBA students entering scholastic probation by 10% over the next 5 years.	Adhere to admissions requirements.	Check semester grades for probation status of students.	Nominal

**Unit Goal:**

The MBA Program will engage in activities to achieve continuous improvement through on going processes of planning and assessment.

**Link to UTPA Goal(s):**

2: Enhance Graduate Education and Research  
3: Improve UTPA's Organizational Effectiveness

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Plan and assess for program improvement (6)	4, 7	Complete a cycle of planning and continuous	Continue to use the MBA Committee to evaluate	Use MBA exit survey and MBA content and	Nominal

Annual Action Plan, June 1, 2004–May 31, 2005

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
		improvement each year.	MBA programs and offerings.	curriculum committee	

**Unit Goal:**

The MBA Program will engage in processes to secure adequate resources to achieve the stated goals of the COBA and the program.

**Link to UTPA Goal(s):**

3: Improve UTPA's Organizational Effectiveness

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Maintain program resources (7)	7	Enough qualified faculty will be available to staff the courses that are needed by the students in the MBA Program.	Work with the department chairs for appropriate scheduling of courses.	Not all faculty searches were completed; however, additional faculty members have been added and the classes are sufficiently covered.	None
		Rooms will be available for all MBA classes.	Work with Dean's office in scheduling room use.	No problems with room availability	None



# Annual Assessment Report: June 1, 2004–May 30, 2005

Unit: **MBA Program**

**UTPA Mission:** The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master's and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

Division: **Academic Affairs**

Unit Head: **Dr. Jerry Prock**

**Unit Mission:**

The Graduate Studies Division in the College of Business Administration provides for advanced study leading to the Master of Business Administration Degree (MBA). The mission of the MBA Program at the University of Texas-Pan American is to provide a high quality graduate business education program for the constituency of South Texas comparable to the leading regional business educational institutions in the nation.

The MBA program is designed for those who desire to pursue advanced study in a bicultural business environment as a means of enhancing their business and administrative careers. Specifically, the program is designed to aid in meeting the career needs of those:

1. in executive or administrative position in business, industry, government and service industries who wish to enhance their career opportunities;
2. who wish to broaden their knowledge in the functional business areas in order to be more effective and self-assured in their management abilities; and
3. who are just starting their business careers or who plan to continue their study leading to the Doctor of Philosophy or Doctor of Business Administration Degree.

**Unit Goal:**

The MBA Program of the College of Business will be recognized as the leader in South Texas in Graduate education in business.

**Link to UTPA Goal(s):**

2: Enhance Graduate Education and Research

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Continuously improve the MBA program (1)	4	Learning outcomes will show year on year improvement.	Use MBA Exit Survey to monitor success of program	Need to evaluate curriculum	From exit surveys and student comments have reevaluated curriculum to

Annual Assessment Report, June 1, 2004–May 31, 2005

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
					include more electives and assess prerequisites
		Maintain quality of MBA entering students.	Continue to evaluate efforts of GMAT and GPA	Use university formula for admitting students under objective criteria	University formula seems to be satisfactory.

**Unit Goal:**

The MBA Program of the College of Business Administration will assist in the attraction and development of outstanding students and staff who are dedicated to intellectual excellence.

**Link to UTPA Goal(s):**

2: Enhance Graduate Education and Research

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Promote diversity (2)	4	Increase diversity of students admitted to the MBA Program.	On-going evaluation	On-going evaluation	None

**Unit Goal:**

Our faculty and students will produce recognized research that advances:

- Basic scholarship leading to the creation of new knowledge in business and economics
- Applied scholarship fostering improvements in management practice
- The content and delivery of academic programs

**Link to UTPA Goal(s):**

2: Enhance Graduate Education and Research

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Increase faculty scholarship (3)	5	Increase number of publications and/or presentations of the faculty by 5% per year.	All COBA graduate faculty are eligible to teach in the MBA. Increase in MBA faculty scholarly activities will be conducted by counting the increase	Overall scholarly activity among COBA faculty increased over the previous year.	None

Annual Assessment Report, June 1, 2004–May 31, 2005

<b>Unit Goal:</b>	The MBA Program will promote community economic activities.
<b>Link to UTPA Goal(s):</b>	2: Enhance Graduate Education and Research

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Increase student co-curricular activities (4)	4	Increase public service projects by students.	Attempt to increase number of graduate assistantships for research	On-going	On-going

<b>Unit Goal:</b>	The MBA Program will attract students who are qualified and exhibit a high probability of success in the program.
<b>Link to UTPA Goal(s):</b>	2: Enhance Graduate Education and Research

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Improve student recruitment (5)	4	Decrease the percentage of MBA students entering scholastic probation by 10% over the next 5 years.	Check semester grades for probation status of students	No change	On-going

<b>Unit Goal:</b>	The MBA Program will engage in activities to achieve continuous improvement through on going processes of planning and assessment.
<b>Link to UTPA Goal(s):</b>	2: Enhance Graduate Education and Research 3: Improve UTPA's Organizational Effectiveness

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Plan and assess for program improvement (6)	4, 7	Complete a cycle of planning and continuous improvement each year.	Use MBA exit survey and MBA content and curriculum committee	Exit survey conducted.	Added classes for more flexibility in electives. MBACC has recommended changes to curriculum.

Annual Assessment Report, June 1, 2004–May 31, 2005

**Unit Goal:**

The MBA Program will engage in processes to secure adequate resources to achieve the stated goals of the COBA and the program.

**Link to UTPA Goal(s):**

3: Improve UTPA's Organizational Effectiveness

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Maintain program resources (7)	7	Enough qualified faculty will be available to staff the courses that are needed by the students in the MBA Program.	Ability to hire additional faculty	Not all faculty searches were completed; however, additional faculty members have been added and the classes are sufficiently covered.	Sufficient faculty to offer all MBA courses planned
		Rooms will be available for all MBA classes.	No problems with room availability	No problems with room availability	No problems with room availability, particularly with added online classes