

Administrative and Educational Support Report*

MBA Program

Annual Action Plan Annual Assessment Report

June 2007 – May 2008

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



Annual Action Plan: June 1, 2007–May 31, 2008

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: Kai Koong

Unit Mission: The mission of the MBA Program at The University of Texas-Pan American is to provide South Texas with a high quality graduate business educational program comparable to the leading regional business education institutions in the nation. Educational excellence is enhanced by faculty engaged in research and creative activity as well as professional service to the profession, the community, and the University.

UTPA Goal: Provide students with a quality educational experience that enables them to complete their educational goals in a timely fashion.

Academic Affairs Objective: 1.A. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and improving continuance as measured in the key outcome measures associated with student in continuance degree programs.

College/AVP Objective: 1.A. The CoBA will develop and implement a systematic plan for collecting, reporting, benchmarking and continuously improving key outcome measures of student continuance in business degree programs.

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
The MBA Program will develop and implement a systematic plan for collecting, reporting,	Increase full-time MBA students’ 2-year graduation rate by 2 percent by the end of the 2007-08 academic	To improve graduation, retention, and persistence rates, the MBA Program will	The MBA Program will prepare an MBA Student Continuance report that summarizes, analyzes and evaluates the information. The	One additional graduate assistant to assist in assessing and tracking student progress.

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Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>benchmarking and continuously improving key outcome measures of student continuance in business degree programs.</p>	<p>year and part-time MBA students' 4 year graduation rate by 2 percent by the end of the 2007-08 academic year.</p> <p>Increase MBA students' retention rate by 2 percent by the end of the 2007-2008 academic year.</p> <p>Increase MBA students' persistence rates by 2 percent by the end of the 2007-2008 academic year.</p>	<ol style="list-style-type: none"> 1) Develop a recommended 2-year plan of studies for full-time students and 4-year plan of studies for part-time students to follow and post on the Web site by October 1st 2007. 2) All will attend a mandatory MBA orientation that will educate students about their degree plan and model schedule to follow. 3) Initiate mandatory advisement sessions for students with "C"s. 4) Restructure the Student Degree Plan Form 	<p>report will be presented to the Dean by April 15th 2008. The Director, the MBA Committee, and the Dean will meet to determine effectiveness of the strategies in meeting targets and develop new target rates and new strategies, if needed by June 1st, 2008.</p>	

UTPA Goal:

Provide students with a quality educational experience that enables them to complete their educational goals in a timely fashion.

Academic Affairs Objective:

1.B. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and improving of the key outcome measures associated with enhancing student learning outcomes.

College/AVP Objective:

1.B. The CoBA will develop and implement a plan for the collection, reporting, benchmarking, and improving of key outcome measures associated with enhancing student learning outcomes for business students.

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Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>The MBA Program will develop and implement a plan for the collection, reporting, benchmarking, and improving of key outcome measures associated with enhancing student learning outcomes for business students.</p>	<p>The average student scores on the ETS exam embedded questions will improve from the prior year by 5 percent, on average.</p> <p>The student satisfaction survey will be administered for the first time during AY 2007-2008 and results will be used to establish a benchmark.</p> <p>The employer satisfaction survey will be administered for the first time during AY 2007-2008 and results will be used to establish a benchmark.</p> <p>The MBA course syllabus will be examined for diversity and ethics coverage for the first time during AY 2007-2008 and results will be used to establish a benchmark.</p>	<p>Administer the ETS exam with embedded questions to students in MANA 6390 every semester.</p> <p>Utilize the COBA student satisfaction survey designed to determine student satisfaction with their educational experience in the MBA before March 15, 2008.</p> <p>Utilize the COBA employer satisfaction-with-MBA graduates survey and administer to a sample of relevant employers before March 15th.</p> <p>Examine the MBA course syllabus to determine the amount of course time devoted to cultural and global issues as well as ethics issues, as needed by AACSB, by March 15th.</p> <p>One of the four faculty sent to the AACSB Assurances of Student Learning (ASL)</p>	<p>A SLO report that summarizes, analyzes and evaluates the MBA Program student learning outcome measures will be prepared and disseminated to the MBA Committee and Dean by April 15th, 2008. These relevant groups will then meet with the Dean to reevaluate the plans to improve each student learning outcome. At this meeting, new targets for each measure will be developed and actions plans will be amended as needed by June 1st, 2008.</p> <p>Faculty sent to the ASL conference will assist in</p>	<p>One graduate assistant for data collection and data entry/analysis of the student satisfaction survey, the employer satisfaction surveys and the survey of faculty diversity and ethics issues coverage.</p>

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Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
		Conference will be a Member of the MBA Committee.	developing and monitoring the MBA Program student learning objectives.	

UTPA Goal:

Provide students with a quality educational experience that enables them to complete their educational goals in a timely fashion.

Academic Affairs Objective:

1.C. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and improving of the key outcome measures associated with increasing access to our educational programs.

College/AVP Objective:

1.C. The CoBA will develop and implement a plan for collecting, reporting, benchmarking, and improving key outcome measures associated with increasing high-quality student access to CoBA educational programs.

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
The MBA Program will develop and implement a plan for collecting, reporting, benchmarking, and improving key outcome measures associated with increasing high-quality student access to educational programs.	<p>Managerial job opportunities available for MBA students will be tracked and placement will be benched marked during 2007-08.</p> <p>The average student admission scores on the GMAT exam will improve by 1 percent.</p> <p>Increase by 5 percent the number of MBA students achieving a GMAT score of 400 (20th percentile), by 3</p>	<p>The MBA Office will work with Career services to develop and publicize job opportunities.</p> <p>The MBA Program will recruit high-achieving students by:</p> <ol style="list-style-type: none"> 1) Partnering with NSHMBA in their promotional activities. 2) Send MBA student 	<p>The number of management job opportunities made available to MBA students and the number of placements attained each semester will be examined during spring 2008.</p> <p>The MBA Program will benchmark and monitor student GMAT scores and each spring adjust targets or strategies as needed.</p>	<p>Two graduate assistant to teach the GMAT training sessions with a total cost of about \$18,000 for 6 assistantships throughout the year</p> <p>GMAT data of MBA</p>

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Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
	<p>percent the number of MBA students achieving a GMAT score of 500, and by 1 percent of those with GMAT scores of 610 or above (75th percentile).</p> <p>Decrease by 5 percent the number of students admitted by appeals with GMAT scores below 400.</p> <p>All core business courses will be available either online, after 7 p.m., or on the weekends by Fall 2008.</p>	<p>organization leaders to interact with and recruit in business-related organizations</p> <p>3) Partner with the Graduate Office to identify and target high-quality students</p> <p>4) Continue to offer GMAT training sessions to student prospects.</p> <p>5) Increase the number of assistantships and have scholarships designed specifically for high-achieving MBA business students with minimum GMAT of 450.</p> <p>Offer all core, foundation business courses and some electives within a one year period so that students could graduate only through courses offered at night or online.</p>	<p>In September, the AY 2007-2008 academic schedule will be examined to determine sufficiency of night, weekend and online course offerings for the year to ensure that students will be able to graduate taking courses only at those times.</p>	<p>students is needed. Funding for student-recruitment activities, such as travel and promotional material, is also needed.</p> <p>Funds needed for training of graduate faculty to teach online courses.</p>

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UTPA Goal:

Become an outstanding research institution, emphasizing collaborative partnerships and entrepreneurship.

**Academic
Affairs
Objective:**

2.A. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to improve the production and dissemination of scholarly and creative works as measured in the key outcome measures.

**College/AVP
Objective:**

2.A. The CoBA will develop and implement a plan for collecting, reporting, benchmarking, and improving the production and dissemination of scholarly and creative works.

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>The MBA Program will develop and implement a plan for the collecting, reporting, benchmarking, and improving the production and dissemination of scholarly and creative works.</p>	<p>By May 2008, have at least 3 faculty-student papers submitted and published in a conference proceedings as well as journal outlet.</p>	<p>The MBA Program will ask faculty teaching MBA Classes to identify excellent student papers and mentor them for submission to conferences as well as journals.</p> <p>Research assistantships will be assigned to faculty for research, especially those that has a demonstrated record of mentoring and co-authoring with students.</p> <p>The MBA Program will offer a “MBA Student Mentor of the Year” Award and “MBA Student Research Award.”</p>	<p>The MBA Program will examine the number of publications and presentation by MBA faculty and students by April 15, 2007. Results will be used to amend resource allocations and target numbers or strategies for the subsequent year.</p> <p>Include student mentoring as a criteria in the Annual Merit assessment document.</p> <p>The MBA Program will make the award before May 15th 2008 and create a certificate or plaque that will allow the listing of the name of each year’s “MBA Student Mentor of the Year” Award and “MBA Student Research Award.”</p>	<p>Research and travel funds to support research and presentations at conferences.</p> <p>\$1,000 for research award, plaque and awards ceremony.</p>

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UTPA Goal:

Become an outstanding research institution, emphasizing collaborative partnerships and entrepreneurship.

Academic Affairs Objective:

2.B. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to improve acquisition of external funds as measured in the key outcome measures.

College/AVP Objective:

2.B. The College will develop and implement a plan for collecting, reporting, benchmarking, and improving the acquisition of external funds.

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>The MBA Program will develop and implement a plan for collecting, reporting, benchmarking, and improving the acquisition of funds.</p>	<p>MBA Program will seek and have at least one revenue generating entrepreneurial activity for faculty and students.</p> <p>MBA Program will seek to increase internal and external financial sources to support research and student activities.</p>	<p>The MBA Program will work with businesses to identify revenue generating student projects.</p> <p>The MBA Program will seek financial support from the Office of Graduate Studies, the SGA and the Office of the Dean of Students, and local businesses to fund student success activities and programs.</p>	<p>The number of projects and amount of financial support received from OGS, SGA, and local businesses will be examined by May 15th, 2008 to revise targets and strategies, as needed.</p>	<p>None</p>

UTPA Goal:

Enhance UTPA's engagement with the community to meet challenges and maximize opportunities.

Academic Affairs Objective:

3.A. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to increase credit and non-credit offerings as measured in the key outcome measures.

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College/AVP Objective: 3.A. The College will develop and implement a plan for collecting, reporting, benchmarking, and improving the number of credit and non-credit course offerings.

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
The MBA Program will develop and implement a plan for collecting, reporting, benchmarking, and improving the number of credit and non-credit course offerings.	<p>The MBA Program will increase the number of credits generated by leveling and foundation courses.</p> <p>The MBA Program will increase the number of weekend classes.</p> <p>The MBA Program will increase the number of online course offerings by 1 during the 2007-08 calendar year.</p>	<p>The MBA Program will allow non-business bachelor degree holders to take leveling courses prior to official admission into the MBA Program.</p> <p>The MBA Program will offer all 4 leveling courses and selected core MBA courses as electives and areas of specialization for other Master degrees.</p> <p>The MBA Program will partner with other Masters degree programs and UTTC campus to offer more courses.</p>	<p>The increase in the number of SCH generated and the revenue generated will be examined by the MBA Program by May 15th 2008.</p> <p>The number of courses offered at nontraditional times/methods will be examined by the MBA Program by May 15th 2008.</p>	Start-up funds for online course development.

UTPA Goal: Enhance UTPA's engagement with the community to meet challenges and maximize opportunities.

Academic Affairs Objective: 3.B. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to increase credit and non-credit offerings as measured in the key outcome measures.

College/AVP Objective: 3.B. The College will develop and implement a plan for collecting, reporting, benchmarking, and improving the integration of University and community resources.

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Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>The MBA Program will develop and implement a plan for collecting, reporting, benchmarking, and improving the integration of University and community resources.</p>	<p>The MBA Program will develop benchmarks for the number of activities that demonstrate participation in the community and the profession as measured by the following:</p> <ul style="list-style-type: none"> a. number of programs with service learning activities b. number of community-based activities, such as guest speakers in class and student projects for businesses c. number of faculty and students holding office in professional organizations 	<p>MBA faculty expertise and student credentials (especially those of research assistants) will be listed in the database (CoBA skills inventory) During AY 2007-2008, the database will be used as a benchmark.</p> <p>Provide support to MBA students attending TexasLEAD, NSHMBA 2007, and the Business Symposium in fall 2007.</p> <p>Mass e-mail MBA students to encourage participation in all networking events during the AY 2007-2008.</p>	<p>During the spring 2008 semester, the MBA Program will evaluate the number of faculty and students attending community activities, the number of activities attended, and number of activities promoted and use the information to establish benchmarks for community involvement. The information will be used to evaluate existing community-related activities and make changes as needed.</p>	<p>Sponsorship funds for MBA Association, TexasLEAD, NSHMBA. About \$5,000 for student travel to present research and to the NSHMBA National Conference as well as to participate in TexasLEAD.</p>

UTPA Goal:

Collaborate with P-12 schools to enlarge the pool of applicants who are personally prepared and academically qualified for higher education.

Academic Affairs Objective:

4.A. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to improve the pool of qualified applicants as measured in the key outcome measures.

College/AVP Objective:

4.A. The CoBA will develop and implement a plan to improve the pool of qualified student applicants.

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Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>The MBA will develop and implement a plan to improve the pool of qualified student applicants.</p>	<p>The MBA Program will partner with the Office of Graduate Studies and participate in at least 3 of the recruiting fairs.</p> <p>The MBA will participate in all 3 annual recruitment activities organized by LRGV-NSHMBA.</p> <p>The MBA Program will use the GMAT tutoring program to increase the number of high quality students entering into the MBA program by 5 percent.</p>	<p>Current Master level students will help recruit our undergraduate students into program.</p> <p>The MBA Association will be asked to send three students help NSHMBA in their activities. The MBA Program will provide financial and faculty resource for NSHMBA TexasLEAD, College Readiness Seminar, BootCamp during AY 2007-2008</p> <p>The MBA Program will provide 2 full-time graduate assistants each semester to help prospects with the GMAT examination.</p>	<p>The number of students that made at least 400 and are admitted into the MBA Program. MBA Association leaders will give feedback to the MBA Director to determine the effectiveness of their efforts and will adjust targets or the strategy for the student-recruiting initiative as needed.</p>	<p>UTPA MBA name tags, cups, and other give away promotional items.</p>

UTPA Goal:

Infuse Inter-American and global perspectives throughout the University community.

Academic Affairs Objective:

5.A. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to enhance access to inter-American and global perspectives as measured in the key outcome measures.

College/AVP Objective:

5.A. The CoBA will develop and implement a plan to collect, report, benchmark and enhance business student access to inter-American and global perspectives.

Annual Action Plan June 1, 2007–May 31, 2008

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>The MBA Program will develop and implement a plan to collect, report, benchmark and enhance graduate student access to inter-American and global perspectives.</p>	<p>A benchmark for the amount of MBA class time devoted to cultural/diversity issues will be established based on a survey of all graduate course syllabus.</p> <p>The number MBA students coming in from another nation will increase by 5 percent in 2007-2008.</p> <p>The number of MBA class sessions and number of classes taught abroad or via teleconference with an expert from abroad will increase by 10 percent.</p> <p>A total number of MBA students participating in a study-abroad program will increase by 2 percent.</p>	<p>The MBA Program will document the amount of course time devoted to cultural and global issues by March 15th.</p> <p>The MBA Program will initiate a partnership with one foreign institution during the 2007-2008 AY.</p> <p>The MBA will work with the Office of International Programs to create opportunities for faculty to teach courses in partner universities.</p> <p>The MBA Program will work with the Office of International Programs to publicize study abroad programs.</p>	<p>The results of a survey of MBA business course syllabus will be used to set a benchmark for program coverage of global/diversity issues.</p> <p>The number of partnerships with foreign institutions, the number of students participating in a study abroad program, number of video and teleconference sessions with foreign experts, and the number of faculty engaged in teaching abroad experiences for AY 2007-2008 AY will be examined and reported before May 15th, 2008 and changes will be made to the target or the strategy as needed.</p>	<p>One graduate assistant to review the course syllabus.</p> <p>Sponsorships for visiting scholars and research assistantships for students.</p>

UTPA Goal:

Optimize institutional effectiveness and efficiency consistent with high quality organizational standards.

Academic Affairs Objective:

6.A. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to optimize offerings through careful planning as measured in the key outcome measures.

College/AVP Objective:

6.A. The CoBA will develop and implement a plan to collect, report, benchmark and optimize course offerings.

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Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
The MBA Program will develop and implement a plan to collect, report, benchmark and optimize course offerings.	<p>A 2-year schedule of MBA course offerings will be developed for full-time students each January.</p> <p>A 4-year schedule of MBA course offerings will be developed for part-time students each January.</p>	The MBA Program will work with Department Chairs to monitor and coordinate proposed course schedules and encourage the development of a two-year schedule of course offerings by January 2008.	Two-year schedules will be published each January.	None

UTPA Goal:

Optimize institutional effectiveness and efficiency consistent with high quality organizational standards.

Academic Affairs Objective:

6.B. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to recruit and retain quality faculty as measured in the key outcome measures.

College/AVP Objective:

6.B. The CoBA will develop and implement a plan to collect, report, benchmark and optimize course offerings

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
The MBA Program will develop and implement a plan to collect, report, benchmark and optimize course offerings.	The MBA Program will increase the pool of doctoral faculty who are academically qualified to teach graduate courses by 10 percent.	The MBA Committee will identify, examine, and vote on prospective candidates no later than August 15, 2007 and January 15, 2008. Candidates will submit all documentations at	The number of new graduate faculty initiated and their areas of specializations will be examined and evaluated by the MBA Program and changes will be made to the strategy and targets as needed.	None

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Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
	<p>The MBA Program will increase the publication requirement for graduate faculty status to 4 refereed journal publications instead of 3 in 5 years by May 2007.</p>	<p>least 7 days before the deadline.</p> <p>The MBA Committee will examine and vote on the new publication requirement by May 1, 2008.</p>	<p>The MBA Program office will collect and forward candidates and results to the Graduate Council and Vice-President of Graduate Studies for approval.</p>	<p>None</p>

AES FY08 Assessment Results Report

UTPA

Dept - MBA Program

Unit Mission: The mission of the MBA Program at The University of Texas-Pan American is to provide South Texas with a high quality graduate business educational program comparable to the leading regional business education institutions in the nation. Educational excellence is enhanced by faculty engaged in research and creative activity as well as professional service to the profession, the community, and the University.

Unit Head: Angelica Cortes

College: College of Business Administration

Division: Division of Academic Affairs

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Dept - MBA Program - SLOs - Systematic Methodology - The MBA Program will develop and implement a plan for the collection, reporting, benchmarking, and improving of key outcome measures associated with enhancing student learning outcomes for business students.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies:</p> <ol style="list-style-type: none"> Administer the ETS exam with embedded questions to students in MANA 6390 every semester. Utilize the COBA student satisfaction survey designed to determine student satisfaction with their educational experience in the MBA before March 15, 2008. Utilize the COBA employer satisfaction-with-MBA graduates survey and administer to a sample of relevant employers before 	<p>Assessment Method: A SLO report that summarizes, analyzes and evaluates the MBA Program student learning outcome measures will be prepared and disseminated to the MBA Committee and Dean by April 15th, 2008. These relevant groups will then meet with the Dean to reevaluate the plans to improve each student learning outcome. At this meeting, new targets for each measure will be developed and actions plans will be amended as needed by June 1st, 2008.</p>	<p>11/02/2008 - 11/1/08 Student satisfaction survey has not been developed yet. The syllabi will be examined for first time for ethic and diversity coverage during Fall semester of 2008. However there are new courses offered regarding Ethics and Hispanic Marketing during the AY of 2007-2008 and 2008-2009. The implementation of Banner by the University allows the program to have better control on the sequence of the courses the students have to take.</p> <p>The results of ETS exam for Spring 2008 show no improvement or small improvement from last AY 2007-2008 (we only have results for Spring semester 2008): Marketing: Spring 2007 was 53% vs 56.2 % National Mean (MN), Fall 2007 was 56% vs. 55.7 NM. Spring 2008 was 56% vs 55.9 National Mean (NM); Management: Spring 2007 was 55% vs. 57.4 NM, Fall 2007 was 57% vs, 57.2 NM. Spring 2008 improved by 2% to 59% vs. 57.5 NM; Finance: Spring 2007 was 39% vs. 45.2 NM, Fall 2007 was 43% vs. 45.0 NM. Spring 2008 was 41% vs 45.2 NM; Accounting: Spring 2007 was 44.0% vs. 50.8% NM, Fall 2007 was 53% vs. 50.7%. Spring 2008 was 48% vs. 51.0 % NM. Strategic Integration: Spring 2007 was 49% vs. 52.8% MN. Fall 2007 52% vs. 52.3 NM. Spring 2008 was 52% vs. 52.7 %</p> <p>Result Type: Inconclusive</p> <p>Next Step:</p>	<p>11/03/2008 - During the retreat we will review current strategy and establish the new strategies for the MBA program for the coming years, including revision in the curriculum</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>March 15th.</p> <p>4. Examine the MBA course syllabus to determine the amount of course time devoted to cultural and global issues as well as ethics issues, as needed by AACSB, by March 15th.</p> <p>5. One of the four faculty sent to the AACSB Assurances of Student Learning (ASL) Conference will be a Member of the MBA Committee.</p>	<p>Faculty sent to the ASL conference will assist in developing and monitoring the MBA Program student learning objectives.</p> <p>Criterion for Success: The average student scores on the ETS exam embedded questions will improve from the prior year by 5 percent, on average.</p> <p>The student satisfaction survey will be administered for the first time during AY 2007-2008 and results will be used to establish a benchmark.</p> <p>The employer satisfaction survey will be administered for the first time during AY 2007-2008 and results will be used to establish a benchmark.</p> <p>The MBA course syllabus will be examined for diversity and ethics coverage for the first time during AY 2007-2008 and results will be used to establish a benchmark.</p>	<p>Continue Current Strategy(s)</p>	
<p>Dept - MBA Program - Access - Systematic Methodology - The MBA Program will develop and implement a plan for collecting, reporting, benchmarking, and improving key outcome measures associated with increasing high-quality student access to educational programs.</p> <p>Outcome Types: Administrative - Fiscal Year 2008</p>	<p>Assessment Method: The number of management job opportunities made available to MBA students and the number of placements attained each semester will be examined during spring 2008.</p> <p>The MBA Program will benchmark and monitor student GMAT scores and each spring adjust targets or strategies as needed.</p>	<p>11/02/2008 - The implementation of a plan for benchmarking and improving key outcomes has not been implemented yet. The tutoring courses for GMAT preparation is currently offered three times a year with encouraging results for recruitment and improving the GMAT scores. The MBA office works closely with the Dept. Chairs to get the foundation and core courses offered in a systematic manner for students to be able to shorten their graduation date.</p>	<p>11/03/2008 - During the retreat we will review current strategy and establish the new strategies for the MBA program for the coming years, including revision in the curriculum</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies:</p> <p>1. The MBA Office will work with Career services to develop and publicize job opportunities.</p> <p>2. Two retreats (one took place Nov. 2008) and the other will be in Spring 09- to deal with job placements</p> <p>2. The MBA Program will recruit high-achieving students by:</p> <p>? Partnering with NSHMBA in their promotional activities.</p> <p>? Send MBA student organization leaders to interact with and recruit in business-related organizations</p> <p>? Partner with the Graduate Office to identify and target high-quality students</p> <p>? Continue to offer GMAT training sessions to student prospects.</p> <p>? Increase the number of assistantships and have scholarships designed specifically for high-achieving MBA business students with minimum GMAT of 450.</p> <p>3. Offer all core, foundation business courses and some electives within a one year period so that students could graduate only through courses offered at night or online.</p>	<p>In September, the AY 2007-2008 academic schedule will be examined to determine sufficiency of night, weekend and online course offerings for the year to ensure that students will be able to graduate taking courses only at those times.</p> <p>Criterion for Success: Managerial job opportunities available for MBA students will be tracked and placement will be benched marked during 2007-08.</p> <p>The average student admission scores on the GMAT exam will improve by 1 percent.</p>	<p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
	<p>Increase by 5 percent the number of MBA students achieving a GMAT score of 400 (20th percentile), by 3 percent the number of MBA students achieving a GMAT score of 500, and by 1 percent of those with GMAT scores of 610 or above (75th percentile).</p> <p>Decrease by 5 percent the number of students admitted by appeals with GMAT scores below 400.</p> <p>All core business courses will be available either online, after 7 p.m., or on the weekends by Fall 2008.</p>	<p>11/02/2008 - The implementation of a plan for benchmarking and improving key outcomes has not been implemented yet. The tutoring courses for GMAT preparation is currently offered three times a year with encouraging results for recruitment and improving the GMAT scores. The MBA office works closely with the Dept. Chairs to get the foundation and core courses offered in a systematic manner for students to be able to shorten their graduation date.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>11/03/2008 - During the retreat we will review current strategy and establish the new strategies for the MBA program for the coming years, including revision in the curriculum</p>
<p>Dept - MBA Program - Scholarly Productivity - Systematic Methodology - The MBA Program will develop and implement a plan for the collecting, reporting, benchmarking, and improving the production and dissemination of scholarly and creative works.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p>	<p>Assessment Method: The MBA Program will examine the number of publications and presentation by MBA faculty and students by April 15, 2007. Results will be used to amend resource allocations and target numbers or strategies for the subsequent year.</p> <p>Include student mentoring as a criteria in the Annual Merit assessment document.</p>	<p>11/02/2008 - This plan has not been implemented yet. Those awards have not been implemented yet. They are part of the strategic planning for the present academic year and this methodology of identifying these students and the funding and selecting candidates for awards will be discussed during the November retreat.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>11/03/2008 - During the retreat we will review current strategy and establish the new strategies for the MBA program for the coming years, including revision in the curriculum</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. The MBA Program will ask faculty teaching MBA Classes to identify excellent student papers and mentor them for submission to conferences as well as journals.</p> <p>2. Research assistantships will be assigned to faculty for research, especially those that has a demonstrated record of mentoring and co-authoring with students.</p> <p>3. The MBA Program will offer a ?MBA Student Mentor of the Year? Award and ?MBA Student Research Award.?</p>	<p>The MBA Program will make the award before May 15th 2008 and create a certificate or plaque that will allow the listing of the name of each year?s ?MBA Student Mentor of the Year? Award and ?MBA Student Research Award.?</p> <p>Criterion for Success: By May 2008, have at least 3 faculty-student papers submitted and published in a conference proceedings as well as journal outlet.</p>	<p>11/02/2008 - This plan has not been implemented yet. Those awards have not been implemented yet. They are part of the strategic planning for the present academic year and this methodology of identifying these students and the funding and selecting candidates for awards will be discussed during the November retreat.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>11/03/2008 - During the retreat we will review current strategy and establish the new strategies for the MBA program for the coming years, including revision in the curriculum</p>
<p>Dept - MBA Program - Acquisition of External Funds - Systematic Methodology - The MBA Program will develop and implement a plan for collecting, reporting, benchmarking, and improving the acquisition of funds.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. The MBA Program will work with businesses to identify revenue generating student projects. 2. During our first retreat we identified the need to involve students in real-world problem solving as part of their studies</p>	<p>Assessment Method: The number of projects and amount of financial support received from OGS, SGA, and local businesses will be examined by May 15th, 2008 to revise targets and strategies, as needed.</p> <p>Criterion for Success: MBA Program will seek and have at least one revenue generating entrepreneurial activity for faculty and students.</p> <p>MBA Program will seek to increase internal and external financial sources to support research and student activities.</p>	<p>11/02/2008 - The plans stated in the strategies have not been implemented yet. The Director met late October with SBA (UTPA office) to identify companies that can generate entrepreneurial and consulting activities for the MBA students as class projects</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>11/03/2008 - During the retreat we will review current strategy and establish the new strategies for the MBA program for the coming years, including revision in the curriculum</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>2. The MBA Program will seek financial support from the Office of Graduate Studies, the SGA and the Office of the Dean of Students, and local businesses to fund student success activities and programs.</p>			
<p>Dept - MBA Program - Credit and Non-credit Course Offerings - Systematic Methodolgy - The MBA Program will develop and implement a plan for collecting, reporting, benchmarking, and improving the number of credit and non-credit course offerings.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. The MBA Program will allow non-business bachelor degree holders to take leveling courses prior to official admission into the MBA Program. 2. The MBA Program will offer all 4 leveling courses and selected core MBA courses as electives and areas of specialization for other Master degrees. 3. The MBA Program will partner with other Masters degree programs and UTTC campus to offer more courses.</p>	<p>Assessment Method: The increase in the number of SCH generated and the revenue generated will be examined by the MBA Program by May 15th 2008.</p> <p>The number of courses offered at nontraditional times/methods will be examined by the MBA Program by May 15th 2008.</p> <p>Criterion for Success: The MBA Program will increase the number of credits generated by leveling and foundation courses.</p> <p>The MBA Program will increase the number of weekend classes.</p> <p>The MBA Program will increase the number of online course offerings by 1 during the 2007-08 calendar year.</p>	<p>11/02/2008 - The analysis of revenue generated by the MBA program has not been done yet. The MBA program has been offering during AY 2007-2008 and 2008-2009 all the foundation and core courses in a systematic way. Weekend classes were offered during Fall semester 08, no weekend classes have been scheduled for Spring 2009. There are 3 online courses offered at the present moment.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>11/03/2008 - During the retreat we will review current strategy and establish the new strategies for the MBA program for the coming years, including revision in the curriculum</p>
<p>Dept - MBA Program - Professional and</p>			

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Community Participation - Systematic Methodology - The MBA Program will develop and implement a plan for collecting, reporting, benchmarking, and improving the integration of University and community resources.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. MBA faculty expertise and student credentials (especially those of research assistants) will be listed in the database (CoBA skills inventory) During AY 2007-2008, the database will be used as a benchmark. 2. Provide support to MBA students attending TexasLEAD, NSHMBA 2007, and the Business Symposium in fall 2007. 3. Mass e-mail MBA students to encourage participation in all networking events during the AY 2007-2008.</p>	<p>Assessment Method: During the spring 2008 semester, the MBA Program will evaluate the number of faculty and students attending community activities, the number of activities attended, and number of activities promoted and use the information to establish benchmarks for community involvement. The information will be used to evaluate existing community-related activities and make changes as needed.</p> <p>Criterion for Success: The MBA Program will develop benchmarks for the number of activities that demonstrate participation in the community and the profession as measured by the following:</p> <ul style="list-style-type: none"> a. number of programs with service learning activities b. number of community-based activities, such as guest speakers in class and student projects for businesses c. number of faculty and students holding office in professional organizations 	<p>11/02/2008 - These plans have been partially implemented. The participation of MBA students has been somewhat stable with respect to NSHBMA and Texas LEAD. The students have been contacted to encourage their participation in these events. The inclusion of MBA students in CoBa skill inventory has not been implemented yet.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>11/03/2008 - During the retreat we will review current strategy and establish the new strategies for the MBA program for the coming years, including revision in the curriculum</p>
<p>Dept - MBA Program - Qualified Applicants - Systematic Methodology - The MBA will develop and implement a plan to improve the pool of qualified student applicants.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p>	<p>Assessment Method: The number of students that made at least 400 and are admitted into the MBA Program. MBA Association leaders will give feedback to the MBA Director to determine the effectiveness of their efforts and will adjust targets or the strategy for the student-recruiting initiative as needed.</p> <p>Criterion for Success: The MBA Program will partner with the Office of Graduate Studies and participate</p>	<p>11/02/2008 - The MBA program has sent students to NSHBMA. I am not aware of sending students to College Readiness Seminar or BootCamp. The students that score 400 in GMAT are accepted into the program. We continue offering tutorial GMAT courses with two graduate assistants three times a year.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>11/03/2008 - During the retreat we will review current strategy and establish the new strategies for the MBA program for the coming years, including revision in the curriculum</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Strategies: 1. Current Master level students will help recruit our undergraduate students into program. 2. Two retreats were planned. One took place in Nov. 08 and we identified the need to know who are our current students and potential pool of students to increase enrollment in the program</p> <p>2. The MBA Association will be asked to send three students help NSHMBA in their activities. The MBA Program will provide financial and faculty resource for NSHMBA TexasLEAD, College Readiness Seminar, BootCamp during AY 2007-2008</p> <p>3. The MBA Program will provide 2 full-time graduate assistants each semester to help prospects with the GMAT examination.</p>	<p>in at least 3 of the recruiting fairs.</p> <p>The MBA will participate in all 3 annual recruitment activities organized by LRGV-NSHMBA.</p> <p>The MBA Program will use the GMAT tutoring program to increase the number of high quality students entering into the MBA program by 5 percent.</p>	<p>11/02/2008 - The MBA program has sent students to NSHBMA. I am not aware of sending students to College Readiness Seminar or BootCamp. The students that score 400 in GMAT are accepted into the program. We continue offering tutorial GMAT courses with two graduate assistants three times a year.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>11/03/2008 - During the retreat we will review current strategy and establish the new strategies for the MBA program for the coming years, including revision in the curriculum</p>
<p>Dept - MBA Program - Access to Inter-American and Global Perspectives - Systematic Methodology - The MBA Program will develop and implement a plan to collect, report, benchmark and enhance graduate student access to inter-American and global perspectives.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. The MBA Program will document the amount of course time devoted to cultural</p>	<p>Assessment Method: The results of a survey of MBA business course syllabus will be used to set a benchmark for program coverage of global/diversity issues.</p> <p>The number of partnerships with foreign institutions, the number of students participating in a study abroad program, number of video and teleconference sessions with foreign experts, and the number of faculty engaged in teaching abroad experiences for AY 2007-2008 AY will be examined and reported before May 15th, 2008 and changes will be made to the target or the strategy as needed.</p>	<p>11/02/2008 - The assessment from the syllabi has not been done yet. During the retreat we will the changes in the overall curriculum of the program into one that may be fully integrated and global in nature. I am not aware if these target numbers have been met.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>11/03/2008 - During the retreat we will review current strategy and establish the new strategies for the MBA program for the coming years, including revision in the curriculum</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>and global issues by March 15th.</p> <p>2. Two retreats are planned to discuss the content and nature of the MBA program to globalize its curriculum and to recruit more foreign students</p> <p>2. The MBA Program will initiate a partnership with one foreign institution during the 2007-2008 AY.</p> <p>3. The MBA will work with the Office of International Programs to create opportunities for faculty to teach courses in partner universities.</p> <p>4. The MBA Program will work with the Office of International Programs to publicize study abroad programs.</p>	<p>Criterion for Success: A benchmark for the amount of MBA class time devoted to cultural/diversity issues will be established based on a survey of all graduate course syllabus.</p> <p>The number MBA students coming in from another nation will increase by 5 percent in 2007-2008.</p> <p>The number of MBA class sessions and number of classes taught abroad or via teleconference with an expert from abroad will increase by 10 percent.</p> <p>A total number of MBA students participating in a study-abroad program will increase by 2 percent.</p>	<p>11/02/2008 - The assessment from the syllabi has not been done yet. During the retreat we will the changes in the overall curriculum of the program into one that may be fully integrated and global in nature. I am not aware if these target numbers have been met.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>11/03/2008 - During the retreat we will review current strategy and establish the new strategies for the MBA program for the coming years, including revision in the curriculum</p>
<p>Dept - MBA Program - Optimization of Course Offerings - Systematic Methodology - The MBA Program will develop and implement a plan to collect, report, benchmark and optimize course offerings.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. The MBA Program will work with Department Chairs to monitor and coordinate proposed course schedules and encourage the development of a two-year schedule of course offerings by January</p>	<p>Assessment Method: Two-year schedules will be published each January.</p> <p>Criterion for Success: A 2-year schedule of MBA course offerings will be developed for full-time students each January.</p> <p>A 4-year schedule of MBA course offerings will be developed for part-time students each January.</p>	<p>11/02/2008 - The assessment from the syllabi has not been done yet. During the retreat we will the changes in the overall curriculum of the program into one that may be fully integrated and global in nature. I am not aware if these target numbers have been met.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>11/03/2008 - During the retreat we will review current strategy and establish the new strategies for the MBA program for the coming years, including revision in the curriculum</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
2008.			
<p>Dept - MBA Program - Recruiting Qualified Faculty - Systematic Methodology - The MBA Program will develop and implement a plan to collect, report, benchmark and optimize course offerings.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. The MBA Committee will identify, examine, and vote on prospective candidates no later than August 15, 2007 and January 15, 2008. Candidates will submit all documentations at least 7 days before the deadline. 2. the MBA Director interviews all faculty candidates that come for campus visit</p> <p>1. The MBA Committee will examine and vote on the new publication requirement by May 1, 2008.</p>		<p>11/02/2008 - The MBA program Director meet will all candidates from all CoBa?s depts that are interviewing for faculty positions. The present strategies as presented in this plan are not feasible. The decision of hiring faculty is solely in the hands of the Dept. and the Director can only provide feedback to the Chair or Search Committee.</p> <p>Result Type: Inconclusive</p> <p>Next Step: <u>Mark Outcome as No Longer Desired</u></p>	<p>11/03/2008 - During the retreat we will review current strategy and establish the new strategies for the MBA program for the coming years, including revision in the curriculum</p>