

MAJOR FIELD ASSESSMENT PLAN
M.B.A. Business Administration

The mission of Southeastern Louisiana University is to meet the education and cultural needs, primarily of Southeast Louisiana, to disseminate knowledge and to facilitate life-long learning through quality instruction, research and service in a safe, student-centered environment.

The purpose of the MBA program is to provide graduate students in business with an advanced education in functional areas of business (accounting, economics, finance, marketing, and management).

Goal 1

Graduates of the MBA program should acquire an in-depth understanding of theory and applications in the functional areas of business and be prepared to begin a career in corporate management.

A. Expected Outcome

Students completing the MBA program will be well prepared to assume a middle-management position in industry and to function successfully in that position.

Assessment

- a. A review of students in the graduate capstone course (business Policy Strategy) by the instructor of this course will indicate the relative strengths and weaknesses of the students in each functional area of business.
- b. Student responses to the survey of alumni questionnaire will identify in which functional areas of business they felt that they were most/least knowledgeable and how they felt the MBA program should be changed.
- c. Responses from the chairman of the AACSB reaccreditation team will identify program strengths/weaknesses.
- d. At least eighty percent of the graduates responding to the survey of alumni questionnaire with "agree" or "strongly agree" with the statement, "I am satisfied with my education from Southeastern's MBA program."
- e. At least eighty percent of the students responding to the survey of alumni questionnaire will indicate that they would recommend Southeastern's MBA program to others.

B. Expected Outcome

Graduates of the MBA program will find ready employment in middle-management positions in industry.

Assessment

- a. At least eight percent of the graduates of the MBA program responding to the survey of alumni questionnaire will indicate that the SLU graduate program was helpful in providing them with the background for their current position.
- b. At least eighty percent of the graduates of the MBA program responding to the survey of alumni questionnaire will indicate that they are employed in a full-time position.
- c. At least eighty percent of the graduates of the MBA program responding to the survey of alumni questionnaire will indicate that they are either “very satisfied” or “satisfied” with their current job.