

# Argosy University

**Name of College: Graduate School of Business & Management**

**Name of Program: Business Administration (Master's)**

**Assessment Year: 2016-2017**

To support program quality and integrity, Argosy University's MBA program undergoes annual assessment reviews. Below are some statistics, findings, interventions and outcomes related to those reviews. For further details, contact Stuart Sigman, Ph.D., Dean, Graduate School of Business and Management, at [ssigman@argosy.edu](mailto:ssigman@argosy.edu).

<b>By The Numbers</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>
<b>Annual Enrollment</b>	711	615	597
<b>Annual Enrollment Demographics: Race and/or Ethnicity</b>			
American Indian or Alaska Native	1	1	5
Asian	39	46	40
Black or African American	253	239	248
Hispanic	26	21	20
Hispanic or Latino	60	54	57
Native Hawaiian or Other Pacific Islander	19	18	23
Nonresident Alien	7	1	
Race/ Ethnicity Unknown	40	27	14
Two or more races	14	13	17
White	252	195	173
<b>Gender</b>			
Female	379	338	322
Male	325	270	271
Not specified	7	7	4

## Achievement of Program Outcomes:

**Benchmark for Program:** The signature assignment criteria have four performance levels for each measure: unsatisfactory, emerging, proficient, and exemplary. The goal of GSBM is for 75% of students to attain either the proficient or exemplary level in both core and concentration courses, and 95% in the capstone course.

## AY2016-2017 Program Outcomes Assessment Results:

Program Outcomes	Results % of students who scored “Proficient” or “Exemplary” in B6027 (core course), B6029 (core course), and B6028 (capstone course)
Outcome Two: Decision Making: Critical Thinking and Problem Solving	
<ul style="list-style-type: none"> <li>Signature Assignment in B6027 Perspectives in Change Leadership (core course)</li> </ul>	92.65%
<ul style="list-style-type: none"> <li>Signature Assignment in B6029 Operations Management: Solutions to Business Challenges (core course)</li> </ul>	90.24%
<ul style="list-style-type: none"> <li>Signature Assignment in B6028 Capstone Experience in Marketing and Strategy (capstone course)</li> </ul>	86.63%

## Closing the Loop:

### Results of AY2016-2017 Action Plan

	PLANNED ACTION AND RATIONALE	ACTION TAKEN	RESULTS
1	Revise and update Program Outcomes. The program outcome elements were judged by faculty to be vague, lacking clear definitions as to what differentiates them from each other and open to interpretation. This may have resulted in the lower scores for the capstone.	Program outcomes were revised and new rubrics have been developed (see item 2 below); half of the rubrics have been installed in assessment courses and data are being collected in Fall 2018. The remaining rubrics will be inserted in courses for Spring 2019.	Data for the first set of rubrics will be collected and analyzed at the end of Fall 2018. Data for the second set will be collected and analyzed at the end of Spring 2019.
2	The MBA Learning Statements, also known as rubric attributes, were evaluated by faculty as	As per item 1 above, new rubrics were developed for better alignment with	New Data will be collected and analyzed on six program outcomes

	lacking declared goals and providing little information on whether students achieve Program Outcomes.	Program Outcomes. Attributes were revised to differentiate the levels of learning.	at the end of Fall 2018 and all twelve program outcomes in Spring 2019.
--	---	--	---