Program Assessment Report

2022 - 2023

COB - Business (Aerospace & Defense) (MBA)

Program General Information

Mission

The Executive MBA in Aerospace and Defense program is specifically designed to develop the managerial and leadership skills of the aerospace and defense workforce, including those without a business education. This accomplished through a curriculum that provides students the strength of synthesizing concepts and integrative thinking between aerospace and defense functions and business. In this way, the EMBA in Aerospace and Defense program contributes to the purpose of Price Business College to ensure the enduring global competitiveness of Oklahoma and the nation in the aerospace and defense industry.

College

Business

Department/School/Division

MBA

Assessment Liaison

Shad Satterthwaite

SLO1

Student Learning Outcome (SLO)
Apply key components of information technology, data management, and cybersecurity.
Outcome Status
Active

Direct - Examination

Assessment Method Description
Evaluate student test performance on a scale of 0-100
Performance Target
At least 80 percent of students will answer at least 75 percent of embedded test questions correctly.
Students will be tested each semester - in the IT and Cybersecurity course near the beginning of the
program and the Data Management course near the end of the program.

Assessment Results and Use of Results

Reporting Period
2022 - 2023
Assessment Results Entry Date
08/26/2023
Assessment Results
At least 80 percent of the students answered at least 75 percent of the test questions correctly.
Moreover, all of the students performed well on additional assignments and projects in their IT courses
during the span of the academic year.
Results Status
Target Met
Number of Students Assessed
27
USE OF ASSESSMENT RESULTS
Faculty Development
Faculty teaching in the program attend conferences and workshops in addition to their research. They
remain on the cutting edge of this important and rapidly developing topic.
Methods of Assessment
In addition to examinations, faculty have been using more group projects and presentations to evaluate
student progress.
Overall Program Effectiveness
We believe the program is effective but will continue to look for opportunities to improve.
Comments on Use of Assessment Results
Use of Assessment Results: Although the benchmark was met for this SLO, we will continue to tweak
our IT courses. Of the 16 courses in the EMBA Aerospace & Defense program, 5 of them are directly or
indirectly related to IT. This is represents a significant component of our program. We are going to use
the results of this program to find ways for better interaction among the different MIS faculty who teach
these courses. We will set up a meeting for MIS faculty to discuss their courses with each other.
Students perform well individually in their classes, but students also let us know that there is some
overlap and that we can do a better job not only to reinforce learning objectives, but streamline these
courses.

SLO 2

Student Learning Outcome (SLO)
Construct financial reports and legal contracts in the aerospace and defense industry.
Outcome Status
Active

Direct - Examination

Assessment Method Description
Evaluation of student test performance on a scale of 0-100.

Performance Target
At least 80 percent of students will answer at least 75 percent of embedded test questions correctly. These test will be administered in three courses during the course of the program: 1) Legal Environment for Aerospace and Defense, 2) Accounting in Aerospace and Defense, and 3) Government Contracts.

Assessment Results and Use of Results

Reporting Period
2022 - 2023

Assessment Results Entry Date
08/26/2023

Assessment Results
100 percent of the students answered at least 75 percent of the questions on the embedded test correctly. This indicates that all students are proficient at this SLO.

Results Status
Target Met

Number of Students Assessed
27

Related Documents
Cohort 3 Exit Survey.xlsx
Cohort 4 Exit Survey.xlsx

USE OF ASSESSMENT RESULTS

Curriculum
We are considering more hands on approaches in the related courses.

Faculty Development
Because these courses are industry specific, we rely on professors of practice to teach these courses. Due to their daily experiences, they maintain a solid grasp on trends and challenges in their respective fields.

Overall Program Effectiveness
The program is effective in helping student gain a better understanding of financial and legal reports as well as government contracts.

No Changes Needed
Students would like more exposure to corporations to see first hand how principles learned in the legal and accounting courses apply to business.

Comments on Use of Assessment Results
Use of Assessment Results: More content and learning material have been added to the government contracts course to help students master the material. The EMBA in Aerospace & Defense has two 'bookend' courses centered around this SLO. The financial management course is also taken by students early on in the program so that those principles can be reinforced in subsequent courses. In an exit survey, students in one cohort indicated that they would like to receive more in depth instruction concerning government contracts. While students maintain proficiency in this area based on test scores as well as group assignments, we want to take their learning to the next level and hope to make adequate adjustments to the government contracts course.

Direct - Presentation

Assessment Method Description
Students will be evaluated on their presentation of a particular bid contract on a scale of excellent, satisfactory, or unsatisfactory.

Performance Target
At least 80 percent of students will receive a satisfactory score or above in their presentations. A final presentation is part of their last scheduled course at the end of the program.

Assessment Results and Use of Results

Reporting Period
2022 - 2023
Assessment Results Entry Date
08/26/2023
Assessment Results
100 percent of the students were evaluated as satisfactory or better on their presentations. These presentations were very effective in gauging student understanding of the concepts they learned in class.
Results Status
Target Met
Number of Students Assessed
27
USE OF ASSESSMENT RESULTS
Faculty Development
Because these courses are industry specific, we rely on professors of practice to teach these courses. Due to their daily experiences, they maintain a solid grasp on trends and challenges in their respective fields.
Overall Program Effectiveness
The program is effective overall.
Comments on Use of Assessment Results
Use of Assessment Results: We will structure the course to give students more applied material that can be used in presentation preparations. The presentations required students to integrate the material in a lifelike exercise in submitting a proposal for a government contract. Students were evaluated by two faculty members who evaluated them on content, thoroughness, and presentation. We will continue to use this exercise to assess this SLO.

SLO 3

Student Learning Outcome (SLO)
Compare, contrast, and apply leadership and management principles.
Outcome Status
Active

Direct - Presentation

Assessment Method Description
Students will give a final presentation and be scored as exceeds, meets, or fails to meet expectations. Students will have opportunities to give presentations in 3 courses where they need to integrate the principles in SLO3.
Performance Target
At least 80 percent of the students will receive a 'meets or exceeds expectations' from the instructor's assessment of their final group presentation.
Related Documents
A&D RW1 Cohort 6 Survey.xlsx
Cohort 5 Residency Week 1 Survey.xlsx

Assessment Results and Use of Results

Reporting Period
2022 - 2023
Assessment Results Entry Date
08/26/2023
Assessment Results

All of the students in the program achieved a 'meets or exceeds expectations' in their presentations demonstrating that they a firm understanding of how to compare, contrast, and apply leadership and management principles.

Results Status
Target Met

Number of Students Assessed
27

Related Documents
Cohort 3 RW1 Survey Results.pdf

USE OF ASSESSMENT RESULTS

Faculty Development
We recommend that faculty continue to stay current on this topic.

Overall Program Effectiveness
The program is effective overall.

Comments on Use of Assessment Results
Use of Assessment Results: We will add more preparation time for this important assessment indicator. Students were given a case study and had to apply leadership principles in determining the best resolution. The case study was a real world scenario that many of the students could directly relate to. This particular presentation was done in person rather than online. Students indicated it was valuable, but also would have liked more preparation time. We will carve out more time so students can work with their teams to improve their presentations and hone the skills contained in the SLO.

Direct - Examination

Assessment Method Description
Evaluation of student test performance on a scale of 0-100.

Performance Target
At least 80 percent of students will answer at least 75 percent of embedded test questions correctly. Students will have the opportunity to test on leadership and management principles throughout the program but at least in 3 courses specifically.

Assessment Results and Use of Results

Reporting Period
2022 - 2023

Assessment Results Entry Date
08/26/2023

Assessment Results
All of the students (100%) across two cohorts answered at least 80 percent of the embedded test questions correctly.

Results Status
Target Met

Number of Students Assessed
27

USE OF ASSESSMENT RESULTS

Faculty Development
We recommend faculty continue to stay abreast of current trends and challenges in management and leadership.

Overall Program Effectiveness
The program is overall effective.

Comments on Use of Assessment Results
Use of Assessment Results: We will reinforce this SLO in other courses and in extracurricular activities related to the program. For many students in the EMBA in Aerospace & Defense program, leadership is a critical skill that they hope to develop during their time in the program. In addition to courses, students have an executive career coach and while not part of the assessed content of the program's curriculum, can assist in reinforcing this particular SLO.

SLO 4

Student Learning Outcome (SLO)
Develop the ability to analyze data for decision making.
Outcome Status
Active

Direct - Examination

Assessment Method Description
Evaluation of student written test performance on a scale of 0-100.
Performance Target
At least 80 percent of students will answer at least 75 percent of embedded test questions correctly. There are two courses in particular - Quantitative Methods and Models in Aerospace & Defense and Analytics in Aerospace & Defense where students will be assessed on these skills.

Assessment Results and Use of Results

Reporting Period
2022 - 2023
Assessment Results Entry Date
08/26/2023
Assessment Results
100 percent of the students answered at least 75 percent of the embedded test questions correctly. This encompasses two separate tests.
Results Status
Target Met
Number of Students Assessed
27
USE OF ASSESSMENT RESULTS
Curriculum
The two courses that focus on this SLO - Quantitative Methods and Models in Aerospace & Defense and Analytics for Aerospace & Defense are structured to be sequential and build on specific skill sets.
Faculty Development
Since analytics is a rapidly growing field of study, we recommend our faculty stay current on these trends.
Overall Program Effectiveness
The program is effective.
Comments on Use of Assessment Results
Use of Assessment Results: We will continue to use embedded tests as a way to measure student proficiency of SLO 4. Some faculty have indicated that they would also like to measure student proficiency through other means such as assignments and presentations. We will look at ways to expand this assessment and consider other methods. Analysis and decision making are important components of our program.

SLO 5

Student Learning Outcome (SLO)
Design and implement strategies for aerospace and defense in a global market.
Outcome Status
Active

Direct - Presentation

Assessment Method Description
Evaluation of students presentations on a scale of excellent, satisfactory, or unsatisfactory.

Performance Target

At least 80 percent of students will receive a satisfactory score or higher on their presentations. These presentations will take place in the Global Strategy course along with the Innovation and Entrepreneurship for Aerospace & Defense course.

Assessment Results and Use of Results

Reporting Period

2022 - 2023

Assessment Results Entry Date

08/26/2023

Assessment Results

Every student in the program (100%) received a score of satisfactory or higher on their presentations measuring their ability to design and implement strategies in the global market for aerospace and defense.

Results Status

Target Met

Number of Students Assessed

27

Related Documents

Cohort 6 DC RW3 Survey.xlsx

USE OF ASSESSMENT RESULTS

Curriculum

The curriculum has been adjusted this year during the students' residency week in Milan and Washington DC. Students are exposed to strategy through company site visits and academic exercises. Students also participate in a competitive simulation where they have to employ strategy on their teams to manage a company through 12 simulated business quarters.

Faculty Development

The faculty need to be aware of global trends and international affairs that affect strategic decisions.

Overall Program Effectiveness

The program is effective.

Comments on Use of Assessment Results

Use of Assessment Results: While the results indicate a high level of student proficiency, we will do a better job integrating courses that either 1) introduce, or 2) reinforce this SLO. Students primarily take courses that cover this SLO in person rather than online. We would like to structure the courses so that they can build on each other.