

**MBA PROGRAMS: COMMON EDUCATIONAL AIMS
LEARNING ASSURANCE ASSESSMENTS
SPRING 2005 TO SPRING 2009 (COMPLETED)**

2004-2005 & 2005-2006 ACADEMIC YEARS	2006-2007 ACADEMIC YEAR	2007-2008 ACADEMIC YEAR	2008-2009 ACADEMIC YEAR
Ethical Awareness (50) Quantitative Analysis (104)	Ethical Awareness (33) Teamwork & Leadership (25)	Information Literacy (32) Teamwork & Leadership (28) Oral Communication (55) Ethical Awareness (46) Written Communication (125) Teamwork & Leadership(41) Teamwork & Leadership(188) Knowledge Integration (61) Ethical Awareness (141) Written Communication (141)	Global Awareness (170) Oral Communication (137) Quantitative Analysis (60) Technology Literacy Sub-Goal 2.1 (47) Technology Literacy Sub-Goal 2.2 (65) Knowledge Integration (138)

Number in parentheses indicates approximate number of participating students.

FALL 2009-SPRING 2011 (SCHEDULED)				
ACTION	FALL 2009	SPRING 2010	FALL 2010	SPRING 2011
Data Collection	Technology Literacy 2.1 Technology Literacy 2.2 Quantitative Analysis	Global Awareness Information Literacy Written Communication	Oral Communication Teamwork and Leadership	Knowledge Integration Ethical Awareness
Data Analysis	Knowledge Integration	Technology Literacy 2.1 Technology Literacy 2.2 Quantitative Analysis	Global Awareness Information Literacy Written Communication	Oral Communication Teamwork and Leadership

ZICKLIN SCHOOL OF BUSINESS
BARUCH COLLEGE
CITY UNIVERSITY OF NEW YORK

GRADUATE ASSURANCE OF LEARNING COMMITTEE

PROGRESS SUMMARY

OCTOBER 16, 2009

- The Graduate AoL Committee meets twice per semester. Numerous sub-committees and special working groups meet throughout the academic year.
- Rubrics were created for the common MBA goals in close consultation with faculty members, whose pedagogical and scholarly interests overlapped with the particular goals at issue.
- By the summer 2009, all seven of the common MBA educational aims had been assessed, some of them multiple times.
- Every assessment has been followed by a meeting to (1) evaluate the efficacy of the assessment itself, including the measurement instrument and the assignment; and (2) discuss possible curricular and programmatic changes that might be implemented in response to the assessment findings. These meetings are attended by faculty and administrators with expertise in the field.
- After vigorous debate, the Graduate AoL Committee established an internal assessment benchmark of 90%. Thus, our goal is that 90% of Zicklin graduate students will meet or exceed expectations on any given learning goal or objective.
- In the spring 2008, the Chair of the Graduate AoL Committee, Professor Edwards, formally reported detailed assessment findings to the Graduate Curriculum Committee, which was in the process of considering a major revision of the core MBA curriculum. Professor Edwards also provided the full Zicklin faculty with an AoL status report, in part to encourage faculty members who are not yet involved in AoL to join the process.
- In the summer 2009, the F/T Honors MBA orientation included a full session on learning goals. The MBA/APT and MS Orientation also had a presentation on the subject.
- In the summer 2009, the F/T Honors MBA orientation included a workshop devoted to business ethics. Larry Zicklin conducted this session, which included two case studies and a vibrant discussion of ethical dilemmas in modern business.
- In the summer 2009, the F/T Honors MBA orientation included a workshop devoted to Information Literacy. In addition, we plan to have sessions of Business Communication I or Business Communication II dedicated to information literacy issues.
- Zicklin has created two required zero credit business communication courses: Business Communication I (BUS 9551) and Business Communication II (BUS 9552, 9553, and 9554). These courses are taught by faculty from Baruch College's Division of Continuing and Professional Studies ("CAPS"). BUS 9551 was piloted in the MBA Honors and Accelerated

Part-Time (APT) MBA Programs in the fall 2008, and rolled-out to all Zicklin masters programs in the fall 2009.

- The oral communication rubric developed by the AoL Committee has been distributed to faculty members for use to evaluate their students' performance on their oral presentations.
- We are studying whether it would be possible to use an online technology literacy tool to screen entering graduate students. Based on the scores, we might require students to take EXCEL Quick Start (or an equivalent) as part of the students' preterm program.
- The AoL Committee strongly encouraged the Graduate Curriculum Committee to create opportunities for individual research projects as part of the MBA curriculum.
- Some faculty members in BUS 9100 have modified their final exam questions in response to the ethical awareness assessment findings.
- A proposal is pending to create a mandatory international business course as part of the core MBA curriculum.
- Students seemed to show some weakness in understanding the leadership skill of managing change. Professor Vredenburg communicated this information to the management faculty and asked them to make pedagogical changes to increase understanding of this topic.

Graduate AoL Faculty Committee Membership:

Department	Current Representative	Prior Representative(s)
Accountancy:	Harry Davis	William Ruland
Computer Information Systems:	Marios Kufaris	Karl Lang, Kannan Mohan
Decision Sciences:	Robert Blau	
Economics:	Sean Crockett	Suparna Chakroborty, Sebastiano Manzan
Finance:	Joseph Onochie	Gwen Webb
International Business:	Chen-Ho Chao	Lilach Nachum
Law:	Matthew Edwards -Co-Chair	Valarie Watnick
Library:	Randy Hensley	Jerry Bornstein
Management:	Donald Vredenburgh	T.K. Das, Al Puryear, William Chen
Marketing:	Sang Young Song	David Luna
Real Estate:	Gerd Welke	Rui Yao
Statistics:	Larry Tatum	Hammou ElBarmi, Ann Brandwein
Taxation:	Steven Melnik	
Graduate Curriculum Committee:	Terry Martell	
Dean's Office:	Myung-Soo Lee, Associate Dean	Robert Ducoffe

**Various faculty involved in Graduate AoL from 2004 - present:
(includes development of goals, rubric, assessments and closing the loop)**

Teamwork and Leadership

Harry Rosen
TK Das
Don Vredenburg
Allen Kraut
Cynthia Thompson
Moshe Banai
Richard Kopelman

Communication
(Oral and Written)

TK Das
Terry Martell and the GCC's Subcommittee
on Communications
Andy Grein
Barry Rosen
Michael Palley
Michael Goodman (Weissman faculty)

Information Technology
(Info Lit; Tech 2.1; Tech 2.2)

Jerry Bornstein
Louise Klusek
Kannan Mohan
William Ferns
Joseph Hartnett
Michael Palley
Richard Holowczak

Ethical Awareness

Harry Rosen
Don Schepers
Don Vredenburgh
Prakash Sethi
Michael Stauffer
Stanley Wine
John Trinkhaus

Global Awareness

Chen-Ho (Mike) Chao
Andy Grein
James Drogan
Yoshihiro Tsurumi
Clifford Wymbs
Lilach Nachum
Thomas Kramer
Helaine Korn

Quantitative Analysis

Ozgur Demirtas
Gwen Webb
Steven Melnik
Bill Ruland
Robert Blau
Hammou El-Barmi
Elsie Gottlieb
Christopher Hessel
Joseph Onochie

Knowledge Integration

Naomi Gardberg
Edward Rogoff
Mehmet Genc
T.K. Das
Helaine Korn
Herbert Brinberg
Stanley Wine
Prakash Sethi