

University of Mobile

School of Business Performance

The School of Business is dedicated to providing a high quality business education that meets the needs of students and other stakeholders. The dean and faculty members engage in cycles of planning, assessment, and continuous improvement based on measurable results. Performance of business programs is assessed partly through Student Learning Outcomes associated with specific objectives:

1. To provide students with professional competency in majors and concentration areas.
2. To graduate students who can think critically.
3. To graduate students who can communicate effectively in their chosen fields.
4. To produce graduates who are prepared to apply appropriate technology in their chosen fields of study.
5. To produce graduates who are prepared for employment.
6. To produce graduates who are equipped to apply Christian values to ethical dilemmas in business.

Many measurement tools are used in assessing performance against the objectives stated above. They include the ETS Major Field Test in Business, alumni and employer surveys, the Noel-Levitz Student Satisfaction Inventory, portfolios, the EBI Exit Survey, the Business Critical Thinking Skills Test, intern evaluations, the ETS Proficiency Profile, the National Survey of Student Engagement, MBA exit survey, job placement rates, grade distributions, and a standardized oral communication evaluation rubric. All are regularly reported to the university and evaluated by the business faculty for opportunities to improve based on trends and on comparative data.

Because researchers find that student satisfaction increases with increases in learning outcomes, some of the most relevant measures of student success in the School of Business are:

- Student Satisfaction Inventory on instructional effectiveness: School of Business exceeds the national comparative score.
- EBI –Overall Program Effectiveness factor: School of Business exceeds all comparative data.
- ETS Major Field Test in Business: Mean result of B.S. students' scores improved 2011, meeting the national average. The percentage of B.S. students scoring at or above the national average improved.
- Business Critical Thinking Skills Test median score and percentile scores increased (2011) from the previous year.
- National Survey of Student Engagement on critical thinking skills: business students' scores exceed those of other UM students, southeast private schools, southeast Christian schools, and all schools.
- ETS Proficiency Profile scores on critical thinking and communication exceed those of other UM students and national scores.

- EBI-application of technology factor: School of Business students' mean exceeds the stated goal and all comparative data.
- Placement rate: 2011 At the time of May graduation, 60% had secured full-time employment and 17% had applied and/or been accepted into graduate programs, exceeding the established goal.
- National Survey of Student Engagement on preparation: School of Business results exceed those for the rest of the university, for southeast private schools, for southeast Christian schools, and for all schools.
- Student Satisfaction Inventory-preparation on ethics: School of Business students' mean score improved and exceeded the overall university score (2011).
- MBA exit survey results (2011): Results exceed goals on graduate program objectives regarding preparation for careers, developing an ethical approach to making and applying managerial decisions, improving analytical, problem-solving, and decision-making skills, improving teamwork skills, improving communication skills, integrating organizational experience with current theories of leadership and management, analyzing alternative solutions to managerial problems involving technical, social, economic, political and ethical factors, developing strategies for coping with the challenges of new organizational systems and changing technology, and viewing opportunities and challenges from a global perspective.

Student Recognition

Recognition of our School of Business students for competitive scholarships and honorary society memberships are important outcomes measures, especially for a small program. For 2011:

- One student was awarded the ACBSP Region 3 scholarship
- One student was awarded the Delta Mu Delta national honor society scholarship
- Two students were awarded scholarships from the Mobile Chapter of Alabama CPAs
- One student was awarded a scholarship by the Gulf Coast Chapter of Certified Fraud Examiners
- One student was awarded a scholarship by the Gulf Coast Technology Council
- Twenty students were inducted into Delta Mu Delta

The School of Business Students in Free Enterprise (SIFE) team participated in the regional competition in Atlanta in spring 2011 and won two trophies for First Runner-Up and Best Rookie Team. The Students in Free Enterprise (SIFE) team was also one of only fifty nationwide to receive a Lowe's Charitable and Educational Community Improvement Challenge grant in 2011.