

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, which, for undergraduates are:

1. Students demonstrate knowledge of business and the functional areas in the business disciplines.
2. Students attain skills for critical thinking.
3. Students attain skills for effective communication in business/organizations.
4. Students are prepared to apply appropriate technology in the business disciplines.
5. Students 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 and exhibits a positive trend.
- ETS Major Field Test in Business: Mean result of B.S. students' scores improved from 2009-10 through 2012. B.B.A. students' scores improved dramatically from a low in 2009 to a high for this program in 2012. M.B.A. students' scores improved to exceed the national average in 2011 with a slight decline in 2012.
- Business Critical Thinking Skills Test median score and percentile scores increased (2011 and 2012) from the previous year, with those in finance and global business concentrations exceeding the UM goal.
- EBI – Factor 10 on critical thinking skills: Two-year positive trend.
- Student Satisfaction Inventory on critical thinking skills: Mean score exceeds UM mean.
- EBI-application of technology factor: School of Business students' mean exceeds the stated goal and all comparative data.

- Placement rate: 2013: At the time of May graduation, 70% had secured full-time employment exceeding the established goal.
- Student Satisfaction Inventory-preparation on ethics: School of Business students' mean score exceeded the overall university score (2011 and 2012).
- EBI Exit Survey – Question 2 on ethics: Scores through 2013 show positive trend and exceed institutional goal.
- 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 2012-13:

- One student was awarded the ACBSP Region 3 scholarship
- One student was awarded the Delta Mu Delta national honor society scholarship
- Three students were awarded scholarships from the Mobile Chapter of Alabama CPAs
- Two students were awarded scholarship by the Gulf Coast Chapter of Certified Fraud Examiners
- One student was awarded a scholarship by the Kaneta Foundation
- One student was awarded a scholarship by the Realtors Association of Maui
- Seventeen students were inducted into Delta Mu Delta

The School of Business Enactus team (formerly Students in Free Enterprise or SIFE) participated in the regional competition in Atlanta in spring 2013 and brought home the championship trophy. That qualified them for the 2013 Enactus U.S. national competition where they were awarded Second Runner-Up. For information on Enactus, visit <http://www.enactus.org>.