

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 NoelLevitz 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 2015-16 through 2017-2018. B.B.A. students' scores improved in 2015-2016, decreased in 2016-2017, and then rebounded to a high for this program in 2017-2018. M.B.A. students' scores improved to exceed the national average in 2015 with a slight decline in 2016 through 2018.
- Business Critical Thinking Skills Test median score and percentile scores increased steadily from 2014-2015 through 2016-2017 and 2017-2018 with students in finance and accounting exceeding the UM goal.
- EBI – Factor 10 on critical thinking skills: Four-year positive trend.
- Student Satisfaction Inventory on critical thinking skills: Mean score exceeds UM mean, indicating students believed they had attained the skills necessary for critical thinking.

- EBI-application of technology factor: School of Business students' mean exceeds the stated goal and all comparative data for the last three years.
- Placement rate: 2016-2017: At the time of graduation, 78% of all undergraduates had secured full-time employment, exceeding the established goal, and 51% of all students had employment at graduation (includes MBAs and BBA). 2017-2018: 85% of all undergraduates had full-time employment at graduation; 50% of all MBA graduates had full-time employment at graduation and 38% had part-time employment. 92% of BBA graduates had secured full-time employment.
- Student Satisfaction Inventory-preparation on ethics: School of Business students' mean score exceeded the desired score (2015-2016, 2016-2017, and 2017-2018).
- EBI Exit Survey – Question 2 on ethics: Scores from 2015 through 2018 show positive trend and exceed institutional goal.
- MBA exit survey results (2017-2018): 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 from the 2016 results, but 2018 results were slightly decreased from the 2017 survey of results.

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 2017-18:

- 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
- Seventeen students were inducted into Delta Mu Delta, The School of Business Honorary Society; The Enactus team (formerly Students in Free Enterprise or SIFE) participated in planning a bike-share project and a student-run coffee shop project.