

ASSESSMENT REPORT  
KOGOD SCHOOL OF BUSINESS  
AY2008-09

Degree Program: Master of Business Administration (MBA)

Learning Objective(s) and Assessment Activity

The learning objectives assessed were:

- *Students will have and be able to apply core business knowledge. (More specific objectives determined for each core course.)*
- *Students can communicate descriptions of, analyses of, and proposed solutions to business problems in formal oral presentations.*

The core business knowledge assessment was done using a 20% random sample of exam questions and/or relevant assignments in each of the core MBA courses.

The writing assessment was done using presentations made by a 20% random sample of students enrolled in ACCT-641 Corporate Financial Reporting, ACCT-670 International Accounting, ITEC-643 Consulting Project Management and Enterprise Process and MGMT-611 Change and Innovation, all courses which have assignments that allow students to complete American University's non-thesis writing requirement.

Results

Tables 3 and 4 below show results.

**Table 3: Core Business Knowledge**

	Average Score	3 or better
Accounting: ACCT-607		
Economics: FIN-605		
Ethics: MGMT-615		
Finance: FIN-614		
Information Management: ITEC-617		
International Business: IBUS-610		
Management: MGMT-613		
Marketing: MKTG-610		
Operations Management: ITEC-618		
Statistics: ITEC-614&615		
Strategy: KSB-602		

\*Results have not yet been reported\*

