A. Learning Goals for the EIMBA Program

The Executive International Master of Business Administration (EIMBA) program is designed for individuals with work experience who aspire to corporate leadership positions. The overall goal of the EIMBA program is to develop skills which will assist our graduates in advancing their careers in business. Specifically, as a result of the education they receive from the Moore School of Business and Technológico de Monterrey-EGADE, graduates of the EIMBA program:

1. Will acquire the capacity to solve problems and make decisions under uncertainty.
2. Will be able to synthesize their knowledge of the functional areas of business and address problems in a manner that considers the integrated perspective of a business as a whole.
3. Will be able to understand management issues from a global perspective.
4. Will be able to present a reasoned analysis and justify recommendations in an organized business report.
5. Will exhibit effective leadership and teamwork skills.

B. Assessment Methods

A major component for evaluating the EIMBA program will be direct assessments of individual student learning with respect to Learning Goals 1 through 4 using course-embedded assessments that will take place in the Organizational Behavior, Managerial Accounting and Global Marketing Management courses taken by all EIMBA students. Post-graduation surveys will also be used as indirect assessments of the EIMBA program.

An outline of the assessment activities for the EIMBA program is provided below.

(1) Direct Assessments

Learning Goals 1 and 2: Capacity to solve problems and make decisions under uncertainty and the ability to synthesize knowledge of the functional areas of business.

MBAD 702: Strategic Management is a required course for all EIMBA students and serves as a capstone course for the EIMBA program. Consequently, it is an excellent source of data that can be used to directly assess Learning Goals 1 and 2.
The Strategic Management course uses a business simulation product known as CompXM. CompXM is an assessment product marketed by Capsim Management Solutions that provides assessment results on an individual student level. In CompXM, students make business decisions for a fictional company. The success of the fictional company is a direct measure of the students’ business acumen in key areas of running a business. In CompXM, these areas are measured by decisions made in the areas of Financial, Internal Business Processes and Customer areas. Students must also draw from their existing knowledge in the functional areas of marketing, accounting, finance, strategy, human resources, operations and production in their completion of CompXM. Hence, the CompXM simulation is an excellent tool that is used to assess Learning Goals 1 and 2 for the EIMBA program.

*ACCT 729: Managerial Accounting* is also a required EIMBA course that tests students’ problem solving abilities using their responses to final exam questions. A representative sample of final exams will be collected, using a rubric developed jointly by the Assessment Coordinator for the school and the instructor of the course to score the exam questions. The exam question will be scored by an emeritus faculty member in the Accounting department.

**Learning Goal 3: Capacity to understand management issues from a global perspective.**

One essay question in the final exam for *MGMT 770: Organizational Behavior* asks students to consider the implementation of cross functional/cross cultural decision making teams. A representative sample of the students’ responses to this question will be collected and forwarded to an external reviewer for evaluation. A rubric used to score the exam question will be developed jointly by the Assessment Coordinator for the school and the instructor of the course. The external reviewer will have instruction experience in International Business.

**Learning Goal 4: Ability to present a reasoned analysis and justify recommendations in an organized business report**

The *MGMT 770: Organizational Behavior* course is the ideal point at which to assess Learning Goal 4. This goal is designed to assess how well students in the EIMBA program formulate ideas in a written report. In order to assess this goal, essay responses from exam questions from the final exam given in the Organizational Behavior course will be used. A representative sample of essay responses in the exam will be collected and forwarded to an external reviewer for evaluation.

The external reviewer will be either a PhD student in the English Department who has taught the Business Communications course, or an experienced staff member in the Center for Business Communication. A writing rubric which assessed written communication skills at the master level will be used to score the essay responses.
Learning Goal 5: Development of effective leadership and teamwork skills.

MGMT 770: Organization Behavior is a required course of the EIMBA program. Before the end of the course, each student will be required to complete an assessment instrument which evaluates his or her team members with respect to Learning Goal 5, leadership and teamwork skills. An additional EIMBA required course, DMSB 716: Global Marketing Management will also be used to assess Learning Goal 5. Students completing group assignments in each of these courses will be asked to respond to questions about their fellow team members’ performance on group activities. The peer evaluations will be assessed for evidence of teamwork ability.

(2) Indirect Assessments

The students in the EIMBA program are mature business professionals, and their appraisal of how the EIMBA program is meeting its objectives should be a major component of the assessment process. Consequently, assessment data will be elicited from graduates of the EIMBA program. Surveys of graduates will be conducted five years and ten years after graduation. The purpose of the survey will be to assess the how completing the EIMBA program has assisted graduates in achieving their career goals and the relevancy of the program’s curriculum to their careers. Input will also be sought on how the curriculum might be improved. The Office of Alumni Relations working with The Office of Institutional Research and Assessment will coordinate the development of any survey instruments to be used for assessment. The Office of Institutional Research and Assessment will be responsible for collecting and summarizing all assessment survey results in the form of a report to be forwarded to the EIMBA Assessment Task Force, and the Graduate Program Faculty Committee.

C. Evaluation of Assessment Data

In collaboration with the Office of Institutional Research and Assessment, the EIMBA Academic Coordinator, the Committee to Promote Teaching Effectiveness and Student Learning, and other faculty involved in the EIMBA Program determine courses from which student work can be assessed for each learning goal, develop rubrics, and identify faculty with the necessary expertise to complete the assessments. Samples of student work are collected from faculty by the The Office of Institutional Research and Assessment. Results are tabulated and reports are generated by the The Office of Institutional Research and Assessment and the EIMBA Assessment Task Force. The EIMBA Task Force recommends program, curriculum, and/or assessment changes, which are then presented to the Graduate Program Faculty Committee (GPFC) for review. Revisions or changes to the assessment plan are reviewed and require approval by GPFC. The loop is closed by revising the EIMBA assessment plan and disseminating all results and action plans to EIMBA faculty.