MBA Programs: Assessment Strategy
Guiding Principles

- Go beyond minimum
- Pre- & Post when possible
- Student e-Portfolios
- Maximize Technology Use
- 3 Approaches – 3 Programs
<table>
<thead>
<tr>
<th>Saturday MBA</th>
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<tbody>
<tr>
<td>➢ Built in</td>
</tr>
<tr>
<td>➢ E-Portfolio Concept (Beachboard)</td>
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<tr>
<td>➢ Pre-Measures:</td>
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<tr>
<td>✔ Application Essays</td>
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<tr>
<td>✔ ETA Major Fields Standardized Test</td>
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<tr>
<td>➢ Two Year Schedule in 2\textsuperscript{nd} Year Core</td>
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<tr>
<td>➢ Post Measures:</td>
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<tr>
<td>✔ ETA Major Fields Standardized Test</td>
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<tr>
<td>✔ EBI Survey of Indirect Measures</td>
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Daytime Accelerated MBA

- Implementing—Complete by Cohort 9 (2013)
- Portfolio to come
- Two Pre-Measures
  - Application Essays
  - ETA Major Fields Standardized Test
- Two Year Schedule in 2^{nd} Year Core
- Post-Measures:
  - ETA Major Fields Standardized Test
  - EBI Survey of Indirect Measures
Evening MBA

- Refining
- E-Portfolios coming
- Pre-Measure
  - Application Essays
- Two Year Schedule in 2nd Year Core
- Post-Measures:
  - ETA Major Fields Standardized Test
  - EBI Survey of Indirect Measures
Vision

- Many data points
  - Years of Pre- & Post-measures
  - Years of e-Portfolios
- Closing the loop
- Continuous Curriculum Improvement
- AACSB Role Model – we are well-prepared!