

Business Administration Students' Problem Recognition and Solving Skills

Business Administration BA – Mihaylo College of Business and Economics

Step 1: Student Learning Outcome

Be aware of business problems in different markets.

Step 2: Methods and Measures

MGMT 339: Global assessment on final exam comprising of four multiple-choice questions. Questions 1 and 3 are characterized as “applied” questions, while Questions 2 and 4 are based on concepts.

MKTG 351: An assessment test consisting of 10 questions.

Step 3: Criteria for Success

MGMT 339: Students will score overall as “very good” or “good” for the outcome to be met (“very good” = 80%, “good” = 60% (benchmark), “needs improvement” <60%)

MKTG 351: 70% (equivalent of a “C” grade)

Step 4: Results

MGMT 339 (Fall 2017): Total number of students, 579/1372 (42%) across eleven (out of 24) sections categorized as “Regular”, “Irvine”, and “Honors”.

All sections achieved the criteria for success as follows:

- Regular: 62.86%
- Irvine: 92.9%
- Honors: 93.4%

Among the “Regular” sections, students performed well on Questions 1 and 3 (applied), and underperformed on 2 and 4 (conceptual). Students in “Irvine” and “Honors” sections performed well above the 60% benchmark.

MKTG 351 (Spring 2018): Total number of students 690, across 8 (out of 17) participating sections, including one online section. Exam topic: Global Marketing and Decision Making.

The average exam score was 82.8%, which was an improvement over previous assessments conducted in fall 2015 (81.7%), and well above the minimum threshold for meeting the criterion for success.

Step 5: Improvement Actions

MGMT 339: Based on results, action items include:

- Increase response rate in Irvine Center for better representation of students
- Communicate with faculty to emphasize the concept of globalization since students performed well in applied questions rather than on conceptual ones
- Re-phrase question #4 to remove ambiguity

MKTG 351:

The results show meaningful and reasonable improvement in performance, however, for continuous improvement, the following action items are proposed:

- Share the results with all M351 instructors and request them to review how students are explaining these concepts
- Revise the script in the respective video modules (and others) to further clarify the concepts, since these modules are being used by all M351 students