

## MBA Program Faculty Response to Site Visit Report - 2018

### 1. Commendations – Summary and rating

Mission Statement:	Strength
Curriculum:	Strength
Student Learning Outcomes and Assessments:	Strength
Academic Advising:	Strength
Faculty:	Strength/Good
Support:	Strength
Relationships with External Communities	Strength/Good
Results of Current Program Review:	Overall rating: Strength

### 2. Recommendations

- A. **Faculty Demographics:** *It was noted that there were not many female faculty on the roster. It is a recommendation that the MBA program attempt to bring in more female faculty, particularly in light of the goal to enroll more women in the program.*
- a. **Agree. Rationale:** The overall percentage of female faculty is 24%. However, the percentage of required course sections taught by women is 38%.
- i. **Action Plan:** As future course schedules are created, new courses are developed and/or faculty turnover occurs, the MBA Program will work with Department Chairs to increase the percentage of female faculty teaching in the Program.
- B. **Growth:** *Manage growth in the program to insure that as the program grows, it is adequately staffed and funded. (See items E and F below for responses to Faculty and Support sufficiency).*
- a. **Agree. Rationale:** To ensure that students can progress toward graduation, it will be important to offer sufficient sections of required classes (and certain electives and certificate courses).
- i. **Action Plan:** This may be best accomplished in the short term with faculty overload sections and/or using adjunct faculty (assuming that AACSB faculty sufficiency ratios are met and that overload does not impede faculty's ability to perform in areas of scholarship and service). In the long term, it may be that additional full-time faculty should be hired in Goddard's academic departments from which the MBA Program draws faculty. Offering more sections will require additional instructional wage and access to classrooms. It will also be important to ensure that program staff levels are sufficient to serve students' needs through the recruiting/admissions/advising processes (see item F below).
- C. **Demographic:** *Work to insure the program reflects the greater demographic of the community.*



2017/18, faculty were able to summarize their student evaluations for their promotion/tenure review using a template based on MBA course evaluation categories.

- i. **Action Plan:** Until a technical solution can be found, evaluations will be provided by the MBA Program Director to department chairs.

- b. **Agree. Rationale:** At 230 to 250 students, it is common for class sections to fill at 50 students. Once full, students still needing to enroll in the courses may have to delay graduation. From a pedagogical perspective, teaching 50 students is challenging for faculty. Providing timely feedback is typically difficult for faculty teaching so many MBA students in an 8-week course.

- i. **Action Plan:** In the event of an increase in enrollment, the recommendation to offer additional sections can be resolved with additional instructional wage funding. Deploying additional faculty must be done in a way that maintains quality and does not impede the ability of tenure track faculty to conduct research and perform meaningful service. Deploying adjunct faculty has its limit, based on AACSB's faculty sufficiency requirements. At current enrollment levels, class sizes are already large and offering one additional section of each required class per year would reduce class sizes from 50 to the low 30s, a much more manageable level for faculty. The MBA Program will also consider curricular modifications that can shift students away from large courses and into courses that have available capacity.

F. **Support:** *The MBA program has adequate facilities and staff that successfully support the program. There are dedicated classrooms, labs and work areas. It is evident that the staff takes great pride in the program and go above and beyond to serve the students. There was some discussion of program growth. It should be noted that if the program grows to 300 or more students, additional staff would be necessary to maintain the current level of superior service.*

- a. **Agree. Rationale:** Staff successfully support the program at its current level of enrollment.
  - i. **Action Plan:** In the event of an increase in enrollment, it will be important to ensure that program staff levels are sufficient to serve students' needs through the recruiting/admissions/advising processes. The MBA Program will seek to ensure the most effective use of limited staff resources. If additional course sections are offered each semester they will need classroom space at the Davis Campus beyond the two to three rooms the program typically utilizes each evening.

G. **Relationships with External Communities:** *The MBA program at Weber State enjoys a strong relationship with external communities, specifically with Hill Air Force Base. The relationship with HAFB was strengthened in 2014 through a partnership in the Maintenance and Supply Chain wings. Also, the review committee commends the recent areas of outreach to Women in Business. Additionally, consultancy projects help connect the program to area employers. (a) The model of working with outside constituents to create certificate*

programs (i.e. Contract Management) should be emulated as the program moves forward to create additional certificate areas. (b) It is recommended that the program seek to create an MBA External Advisory Board to provide input on curriculum development and relevancy.

- a. **Agree. Rationale:** The quality of program/curriculum development is improved when outside steering committees are utilized.
    - i. **Action Plan:** As was done in 2010-11 to form the aerospace and contract management graduate certificates, the MBA Program will form a steering committee of outside subject matter experts to help design and develop future graduate certificates (i.e., Business Analytics, etc).
  - b. **Agree. Rationale:** In addition to steering committees, it is important to have outside perspective regularly offered on issues the MBA Program will face.
    - i. **Action Plan:** The MBA Program will organize an external advisory board in Fall 2018. Meetings will be held each Fall and Spring semester. The composition of the board will be a 50% mix of male/female members, about 50% WSU MBA graduates. Some members may have access to development resources. Initial board members will serve for 2, 3, and 4-year terms, renewing for 3-year terms thereafter.
3. Department/program plans beyond Program Review Evaluation Team recommendations.
- a. The MBA Program will coordinate with the Graduate Program Directors in the College of Engineering, Applied Sciences and Technology (EAST) to create Dual Degree Pathways for engineering and computer science students who wish to earn, concurrently, the MBA AND the MS in Electrical Engineering, MS in Computer Engineering, or MS in Computer Science. Timeline: 2018-19.
  - b. The MBA Program will form a steering committee to develop a Graduate Certificate in Business Analytics. Timeline: 2018-19
  - c. The MBA Program will create a Code of Professional Conduct for MBA students. A group of current students and MBA graduates will be formed to assist in the creation of the code. Once approved, future MBA students must agree to abide by the code. Timeline: 2019-2020