

Weber State University
MBA Program Review Report
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Review Team:

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Program Review Executive Summary

The 2018 Program review team found the Weber State University, Master of Business Administration (MBA) Program to be a strong, relevant program with dedicated staff and committed faculty. The program has exceeded the goals set at its inception in 2000 and should continue to see growth into the future. The fact that the MBA program is AACSB accredited insures that it meets superior standards for learning outcomes, assurances of learning and faculty standards.

The following report will comment on each of the indicated areas and will complete with additional recommendations.

Standards

A. Mission Statement (rating: S)

The MBA program has a well-articulated Mission, Vision and Values statement. It aligns with the Mission Statement of the Goddard School of Business and Economics. The mission is a particular strength as it defines the student population served, as well as how the program connects to the community and professions in the area.

The mission statement was referred to by many constituents and we commend the MBA program for using it to define the program culture for students, faculty and employers. Students, faculty and community members support the mission and you see it played out in many ways.

Additionally, the mission is highly visible in the MBA offices and facilities and serves to anchor the MBA space.

B. Curriculum (rating: S)

The MBA curriculum is reviewed often to insure it meets AACSB standards, the highest international standard for business curricula. The program underwent significant changes since the last program review. The actions seemed to move the program in the right direction. The change to the GMAT/GRE requirement removed barriers to program entry and the phased introduction insured a maintenance of program quality. This was a strategic move that grew enrollments specifically during a time of shrinking MBA enrollments.

The courses are designed to expose students (both those with BUS backgrounds and those without) to key areas of business needed to be business leaders and contributors. Specifically, the electives have been reviewed to determine enrollment levels and those with low enrollments have been discontinued. There has also been newly added classes that have been created in response to market demands.

It should also be recognized that students who have experienced other MBA programs noted that the Weber State MBA had a comparatively increased level of rigor and they were impressed with the curriculum and the faculty.

C. Student Learning Outcomes and Assessments (rating: S)

The Learning Outcomes and Objectives were updated in 2016. Two areas were combined to create the stakeholder-focused leaders outcome. This area has been integrated very well as both students and faculty spoke to the “science of trust” in leadership decisions.

The curriculum map clearly outlines where the learning outcomes are utilized, emphasized and assessed. This is an area of strength and allows for clarity of goal achievement and enables the program to adjust as needed. This was evidenced in the self-report in regards to adjustment in program delivery.

The MBA program at the Goddard School of Business uses multiple assessment tools, including both internal and external. The Assurance of Learning plan clearly outlines each objective, where and how often it is measured and who owns it. One area of recommendation is to have an individual take ownership of the *stakeholder focused leaders* outcome.

It is a particular area of strength that the MBA program recently focused on Closing-the-loop improvement activities for MBA Learning Outcomes. The review team noted that this activity led to increased depth in learning, increased student success and program improvements.

The re-inclusion of the MFT exam is a strong standard that allows the program to measure against national norms. It is recommended to increase the value of the exam so that students will approach it seriously.

D. Academic Advising (rating: S)

The process of academic advising is very good. Students are pleased with the support offered through advising and the average time to graduation is 24 months. The staff is very adequate for the number of students in the program. As a rule, students are contacted at time of admission and immediately receive advising and a course plan. The greatest strength of the advising area is accessibility. Proper access is more than adequate with the current enrollment numbers.

E. Faculty (rating: S/G)

The program utilizes faculty from the departments within the Goddard School or adjuncts as necessary. The faculty are qualified and in line with AACSB faculty standards. The MBA program does not “own” any faculty but shares a great relationship with the department chairs who gladly assign faculty to teach MBA courses. The faculty are also very happy to teach MBA courses and some stated that they would teach all MBA courses if they could.

An opportunity for improvement is insuring the chairs can view the evaluations for MBA courses and make it a part of faculty review. Additionally, there is no place for faculty to include graduate level teaching as a part of tenure and promotion review.

Of note, enrollment in the program of 230-250 students is supported by the current funding model. Class sizes for required courses are on the high side (sometimes upward to 50 students) and consideration should be given to providing additional sections to reduce average course enrollments to a more manageable 25-30.

F. Support (rating: S)

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.

G. Relationships with External Communities (rating: S/G)

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. 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. It is recommended that the program seek to create an MBA External Advisory Board to provide input on curriculum development and relevancy.

H. Results of Previous Program Reviews

The WSU MBA program provided results of the most previous program review and has adjusted several areas since 2013. The 2013 review highlighted three areas of concern. The first area was the viability of the certificate programs. The MBA program responded by increasing exposure for the programs and strengthening the relationship with HAFB which has solidified certificate program enrollments. Area two explored additional strategies to make the program more attractive. The program responded by removing the barrier of the GMAT for qualified students and recently added classroom capture technology to better serve working professionals. Item three was a concern regarding a recent move of a competitive program. That concern proved to have no merit.

I. Results of Current Program Review (Overall rating: S)

As a result of the 2018 Program Review the team recommends the following:

- A. 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.
- B. Manage growth in the program to insure that as the program grows, it is adequately staffed and funded.
- C. Work to insure the program reflects the greater demographic of the community.