

Comprehensive Program Review Self Study

Executive Summary for the Master of Business Administration (MBA)

Major Findings of the Program's quality and Productivity

- The MBA is a viable program with a long record of attracting considerable numbers of students to the university.
- The program's quality is exceptional as the College of Business is accredited by AACSB. Further evidence of the quality is noted in the student achievements on nationally normed tests and major field assessments.
- The MBA faculty is intellectually active as demonstrated by the continuous production of research.
- The students and faculty in the MBA support the university and the local community.

List of Recommendations for Improving Program Quality

- Improve classroom technology.
- Provide faculty/student development funds to expand research efforts.

List of Recommendations for Improving Program Productivity

- Explore mechanism to improve retention rates and graduation rates.

Conclusions about the Program's Viability at CSU

Given the quality of the program, and the strong potential for continued growth in student enrollment in the program, it is recommended that the MBA degree be expanded. This recommendation is made based on the quality of the graduate faculty, the program's productivity, and on the strong potential for continued growth in demand for the program's graduates.

Program Improvement Plan

Initiatives to Be Implemented

Program Quality:

- Faculty: hire two Accounting faculty to support the new MBA concentration in Accounting.
- Teaching: funds for teaching conferences for all graduate faculty.
- Research/Scholarship: Support research effort of faculty and students.
- Service: Continue to develop and advance student organizations.
- Curriculum: Develop and implement a concentration in Accounting.
- Facility/Equipment: Expand CCT and enhance classroom technology.

Implementation Timeline

Program Quality:

- Faculty: AY 2016
- Teaching: Ongoing annual process
- Research/Scholarship: AY 2016
- Service: AY 2016
- Curriculum: AY2016
- Facility/Equipment: Expand CCT and enhance classroom technology: AY 2016-17 and beyond.

Resource Needs or Reallocation Recommendations

An obvious need is additional state funding. Technology needs and funds for faculty/student development will require state funds.

Summary Recommendation and Supporting Rationale

The MBA program and the College have earned the highest level of accreditation afforded colleges of business, but there is always room for improvement. Enrollment in traditional MBA programs has declined. This is consistent with national trends. Our immediate focus is on recruitment.