



**Department of Economics & Business
 Administration**
MBA Facts & Learning Outcomes



I. General Facts¹

Table I
MBA Enrollment by Program (Head count)

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
MBA	109	94	79	69	70

Table II
MBA Enrollment by Credit Hours

	Spring 2020	Fall 2020	Spring 2021	Fall 2021	Spring 2022
MBA	783	705	666	402	430

Table III
MBA Degrees Awarded by Program

	2017-18	2018-19	2019-20	2020-21	2021-22
MBA	42	32	34	22	26

¹ Source = Hood College Fact Book, 2020-21 & Office of Institutional Research and Assessment (OIRA)

Table IV
BA in Business Administration Average Time for Completion (Business Administration)²

	2016-17	2017-18	2018-19	2019-20	2020-21
BA in Bus Admin	3.4	3.7	3.4	3.2	3.5

Table V³
Fall-to-Fall Retention Rates for Hood

	2017	2018	2019	2020
MBA	94%	89%	94%	87%

Table VI⁴
Fall-to-Fall Attrition Rates for Hood

	2017	2018	2019	2020
MBA	6%	11%	6%	13%

Table VII
Mean Age of MBA Students

	2016	2017	2018	2019	2020
MBA	33	30	34	34	34

² The time for completion refers to the average number of years it takes a business student to complete the degree.

³Source = Hood College Fact Book, 2020-21 & Office of Institutional Research and Assessment (OIRA)

⁴Source = Hood College Fact Book, 2020-21 & Office of Institutional Research and Assessment (OIRA)

II. The Student Learning Outcomes (SLOs) for the MBA

1. **Strategic Integration** - Graduates will demonstrate a mastery of strategic thinking and integration through cross-functional application of knowledge and competencies.
2. **Quantitative Reasoning** - Graduates will show a proficiency in quantitative and qualitative tools and techniques that will aid them in the preparation, interpretation, analysis, and presentation of data and information for critical-thinking, problem-solving, decision making, and communicating with external and internal stakeholders.
3. **Global Awareness** - Graduates will demonstrate how macro, industry, and global environments present opportunities and challenges for the organizations.
4. **Leadership** - Graduates will demonstrate a mastery of the skills required to effectively lead, manage, and interact with organizational stakeholders. These skills include written and oral communication, teamwork, critical-thinking, and decision-making.
5. **Ethics & Social Responsibility** - Graduates will demonstrate that they can provide a stakeholder approach to managerial decision-making that is ethical, socially responsible, and environmentally sustainable.
6. **Information Technology Advantage** - Graduates will illustrate an understanding of how to use information systems and information technology to create a competitive advantage for organizations.

III. Learning Objectives of Organized MBA Concentrations

Accounting Focus Area – Accounting Concentration – Graduates will demonstrate proficiency in strategic cost management and financial statement analysis.

Finance Focus Area – Graduates will demonstrate proficiency in advanced financial management topics, such as domestic and international capital budgeting, hedging financial risks, portfolio diversification, and/or financial statement analysis.

Human Resource Management Focus Area – Graduates will demonstrate proficiency in strategic human resource management, different conflict resolution methods, and leadership.

Information Systems Focus Area – Graduates will demonstrate proficiency in managing projects, technical teams, and information security.

Marketing Focus Area – Graduates will demonstrate proficiency in integrated marketing communications and methods and decision tools designed to address fundamental marketing issues.

Public Management Focus Area – Graduates will demonstrate competency in the special opportunities and challenges involved in the administration of public organizations.

Measurement of Student Learning Outcomes – Outcomes associated with core outcomes are measured using both internal and external measures. Concentration courses are measured only in individual concentration courses.

Table VIII

Measurement of Student Learning Outcomes

SLOs	Direct Measurement	Target
Strategic Integration	Peregrine Exit Exam Scores for Business Integration and Strategic Management	Graduating MBA students will perform at or above the external mean of the comparison group on the Peregrine Exit Exam
Quantitative Reasoning	Peregrine Exit Exam Scores for Economics, Accounting, Finance, and Marketing.	Graduating MBA students will perform at or above the external mean of the comparison group on the Peregrine Exit Exam
Global Awareness	Peregrine Exit Exam Scores for Global Dimensions of Business.	Graduating MBA students will perform at or above the external mean of the comparison group on the Peregrine Exit Exam
Leadership	Peregrine Exit Exam Scores for Leadership, Management, Human Resource Management, & Organizational Behavior.	Graduating MBA students will perform at or above the external mean of the comparison group on the Peregrine Exit Exam
Ethics & Corporate Social Responsibility.	Peregrine Exit Exam Scores for Business Ethics	Graduating MBA students will perform at or above the external mean of the comparison group on the Peregrine Exit Exam
Information Technology Advantage	Peregrine Exit Exam Scores for Information Management Systems.	Graduating MBA students will perform at or above the external mean of the comparison group on the Peregrine Exit Exam

Table IX
Comparative MBA Student Performance on Student Learning Outcomes
(Percent score given)

Topics							Comparison Group - ACBSP Region 2 (for two years 2020-2022)
	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	
Quantitative Reasoning (SLO #2)							
Economics	52.56	50.31	55.61	61.38	53.085	53.675	56.54
Accounting	52.33	50.31	53.67	58.28	59.26	56.18	56.65
Finance	51.4	45	53	58.28	54.665	58.94	54.9
Information Systems	56.28	49.69	56.67	61.05	62.835	66.86	54.93
Marketing	59.3	51.88	68.67	74.83	74	72.235	64.21
Global Awareness (SLO #3)							
Global Dimensions of Business	53.49	50	54.33	59.31	58.085	58.295	53.71
Leadership (SLO #4)							
Business Leadership	56.51	53.75	57	61.03	68.415	67.46	58.58
Management	55.81	52.19	57	62.41	60.585	58.675	58.77
Human Resource Management	61.54	55.05	51.96	53.13	56.82	57.34	55.38
Ethics & Corporate Social Responsibility (SLO #5)							
Sustainability	53.72	57.19	61	67.27	69.5	69.96	61.53
Strategic Integration (SLO #1)							
Strategic Management	59.07	56.56	59	66.9	60.165	64.39	60

Legend = Student Performance mentioned above was measured on Peregrine Exit Exam, a national exam. The comparative group used for this analysis is the ACBSP region 2 (eastern).

Table IX
Comparative Effectiveness of the MBA in Business Administration Program, 2016-17 to 2021-2022 (Six years) Scores for Hood Compared to Students at ACBSP (Region 2 – Middle States) Schools

Year	Hood College	Comparison Group Average (for two years 2020-2022)
2016-17	54.59	58.45
2017-18	50.55	
2018-19	57.11	
2019-20	62.24	
2020-21	62.67	
2021-22	62.085	

Legend = Student Performance mentioned above was measured on Peregrine Exit Exam, a national exam. The comparative group used for this analysis is the ACBSP region 2 (eastern).