MASTER’S OF SCIENCE IN ADMINISTRATION IN ORGANIZATIONAL MANAGEMENT

PERIODIC PROGRAM REVIEW 2011 REPORT

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Writing a program review for a degree major with five concentrations is quite an undertaking. Offered in the School of Professional Studies (SPS), the Master’s of Science in Administration offers concentrations in:

* Federal Program Management,
* Human Resource Management,
* Nonprofit Management,
* Organizational Development, and
* Public and Community Health.

The 2011 program review introduced the program, its competencies and learning outcomes, and presented data to demonstrate students’ attainment of these outcomes.

Executive Summary

The Executive Summary stresses that, “… students are progressing in their attainment of competencies and their ability to express the expected learning outcomes …” However, these outcomes are not detailed in the Summary, so the readers are unable to determine the level of student success.

The Executive Summary also demonstrates the positive nature of program review as a stimulant for discussion and recommendations to improve the program. An update to the review would, likely, elaborate on these discussions and their outcomes.

Introduction

The majority of the program review document describes the program’s concentrations. Basic data are provided regarding student demographics and enrollment trends. An update of the data would be needed in a follow-up document.

The 36-credit degree program(s) provides students with instruction in the core competencies of management, leading to a concentration in an industry area as noted earlier. Students learn current theories of leadership and management while improving their interpersonal skills, personnel strategies, and financial controls. Students examine strengths and abilities, in addition to exploring potential and possibilities in a “… thought-provoking, creative, and nurturing environment …”

Program Level Competencies and Measuring Learning Outcomes

Due to the complex nature of the program, given several concentrations, the 2011 program review focuses on research, evaluation, and synthesis competencies across the umbrella of the MSA program. Students are assessed in various classes, using the following instruments:

* Research proposals and papers
* Group presentations
* Quizzes and exams
* Case studies
* Analytical papers
* Literature reviews
* Journal critiques
* Budget analyses
* Project plans
* Needs assessments
* Training proposals
* Compensation analyses
* Strategic plans
* Marketing audit, assessment, and proposal

Data

The data presented measured students’ “… successful expression of the competencies and the learning outcomes …” Assignments were assessed using graduate level rubrics for academic papers and academic presentations:

* The Academic Paper rubric included the following categories: format, style and grammar, references and citations, and critical thinking and reasoning.
* The Academic Presentation rubric included the following categories: format, content knowledge and delivery, and critical thinking and reasoning.

**RECOMMENDATION:**

Measuring students’ writing and presentation skills, as the data presents, are appropriate assessments across the programs’ spectrum. However, these assessments do not measure content or conceptual knowledge at the individual concentration level.

Although there are similarities across this range of programs, there are also distinctions. The review team recommends that the updated program review focus separately on each concentration. It may be possible to do this by simply using a table or spreadsheet.

While it may be appropriate to continue to assess students’ writing and presentation skills, a specific content/concept assessment should be developed for each concentration, possibly to be included in each concentration’s Capstone course.