

**University of Dayton School of Business Administration
Assessment Results 2008**

**EXHIBIT 11: MBA Objective 3a (Measure 1) Results
Proficiency in strategic analysis of business opportunities including those in novel, ill-structured circumstances**

MBA 698 Individual Case Analysis: Students analyze strategic issues (as represented in typical strategic management case studies) and provide recommendations for actions. Evaluation based on consensus of faculty/executive panel.

**Fall & Winter 2007-08
Sample size: 78 students**

Analysis Element	Poor	Fair	Satisfactory	Very Good	% Rated at least Satisfactory (Target 70%)
Situation Description	0 (0%)	15 (19%)	53 (68%)	10 (13%)	81%
Analysis & Conclusions	0 (0%)	9 (12%)	57 (73%)	12 (15%)	88%
Issue/Alternatives/Recommendations	0 (0%)	13 (17%)	57 (73%)	8 (10%)	83%
Rationale	0 (0%)	13 (17%)	47 (60%)	18 (23%)	83%
Implementation Plan	2 (3%)	20 (26%)	48 (62%)	8 (10%)	72%

EXHIBIT 12: MBA Objective 3a (Measure 2) Results
Proficiency in strategic analysis of business opportunities including those in novel, ill-structured circumstances

MBA 699 Consulting Team Project Results: Student teams analyze strategic issues for a local business (representing a novel, ill-structured problem) and provide recommendations for actions. Evaluation based on consensus of faculty/executive panel.

Winter and Summer 2008
Sample: 14 teams

Traits	Poor	Fair	Satisfactory	Very Good	Excellent	% Rated at least Satisfactory (Target 70%)
A) Business and Situation Analysis						
1) Industry analysis			3 (21%)	9 (64%)	2 (14%)	100%
2) Financial analysis		2 (14%)	7 (50%)	4 (29%)	1 (7%)	86%
3) Identification / understanding of key issues facing client			5 (36%)	5 (36%)	4 (29%)	100%
4) Understanding of Client's Key Strengths & Weaknesses		2 (14%)	2 (14%)	6 (43%)	4 (29%)	86%
B) Conclusions / Recommendations / Strategic Analysis						
1) Well developed & supported w/logical fact-based rationale			6 (43%)	3 (21%)	5 (36%)	100%
2) Consideration of the organizational & financial realities		1 (7%)	6 (43%)	5 (36%)	2 (14%)	93%
3) Response to questions & challenges from client (regarding basis for recommendations)			3 (21%)	3 (21%)	8 (57%)	100%