



CAL STATE LA
CALIFORNIA STATE UNIVERSITY, LOS ANGELES

ASSESSING MBA STUDENT BUSINESS KNOWLEDGE

Cal State LA 10th Annual Assessment Faire
April 27, 2026
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Benefits of an MBA

- ❑ Career acceleration or pivoting
- ❑ Develops a broad range of valuable skills and knowledge in various business disciplines
- ❑ Improves earning potential and social mobility
- ❑ Develop a network that actually matters.



PRIMARY ASSESSMENT

BUS 5995A - MBA Capstone Class

Teams deliver Consulting Project for an LA organization (for-profit, nonprofit, government).

Individual Report – Team Report – Team Presentation



Recent MBA Applied Research Projects



Assessment Focus

- ❑ Applied knowledge of Business using rated reports & exam with pre- and post-testing
- ❑ Team Effectiveness
- ❑ Presentation Skills
- ❑ Contribution to the public good
- ❑ Compare DTLA & Campus
- ❑ Recommendations



Fall 2024 - Spring 2025

Results: Applied Business Knowledge

Assessment Measure	Sample	Standard	Met?	Results
Team Consulting Report	14 teams	80% of teams earn at least 80% on the rubric.	YES	100 % of teams met standard
Individual Consulting Report	78 students	80% of students earn at least 80% on the rubric.	YES	83 % (65 students) met standard

Applied Knowledge in Business Disciplines

Accounting



Management



Marketing



Info Systems



Finance



Strategic Mgt



Results: Applied Knowledge in Business Disciplines

Standard Met :

- Accounting
- Marketing
- Management
- Info Systems
- Strategic Mgt



Slightly below:

- Finance



KNOWLEDGE OF BUSINESS

- MBA Faculty updated 70-item multiple choice test during spring 2025
- Pre-test in BUS 5000/5001 (first class).
- Post-test in BUS 5995A (last class)



Results: Business Knowledge

Assessment Measure	Sample	Standard	Met?	Results
MBA Post-test of Business Knowledge	48 students	80% of students will get 50% or more correct overall	YES	94 % (45 students) met standard

Knowledge in Business Disciplines

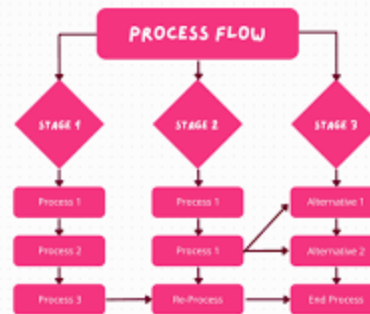
Standard Met (overall): YES

- Accounting
- Marketing
- Info Systems
- Strategic Mgt



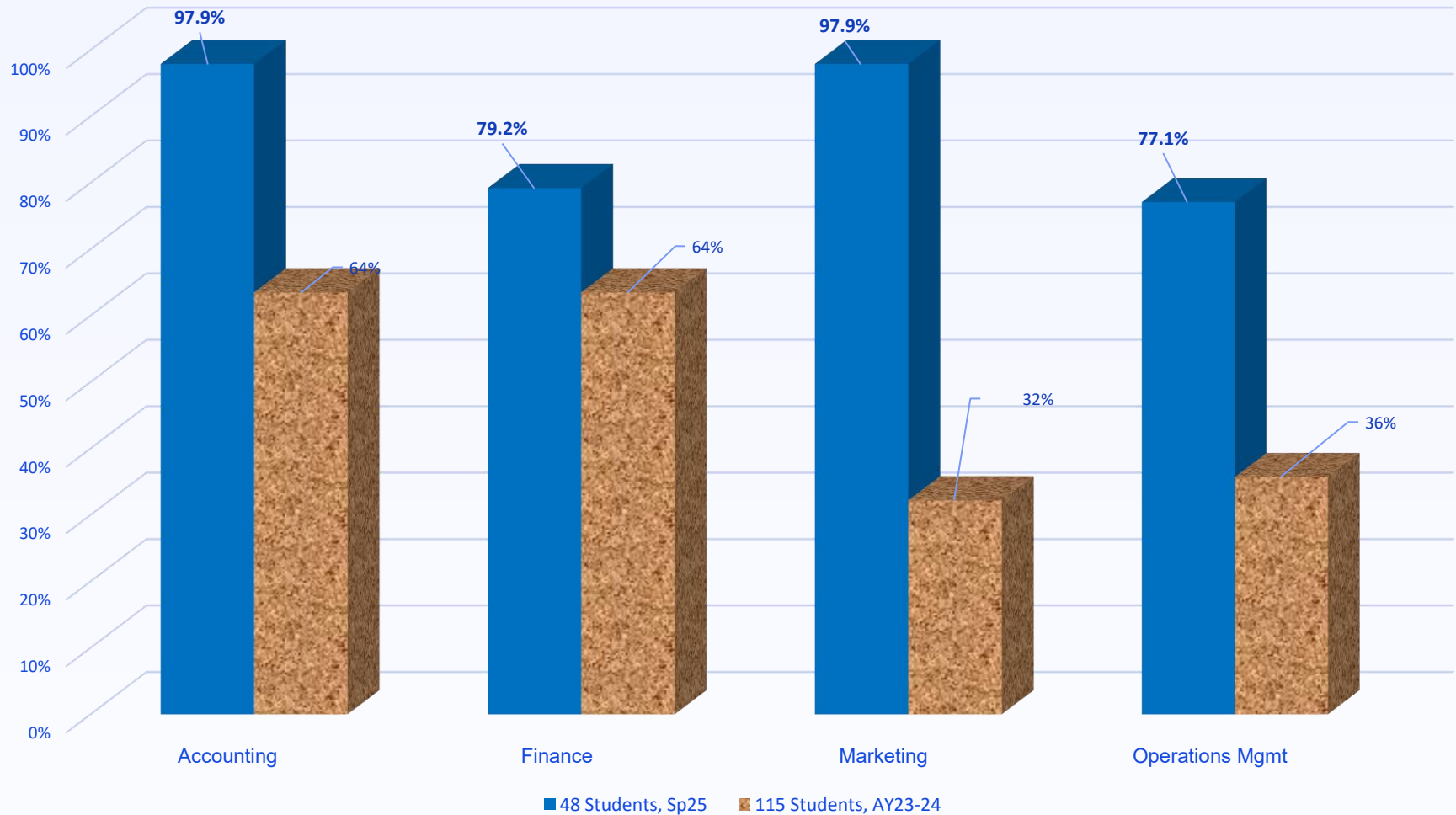
Slightly below:

- Finance
- Operations Mgmt
- Leadership



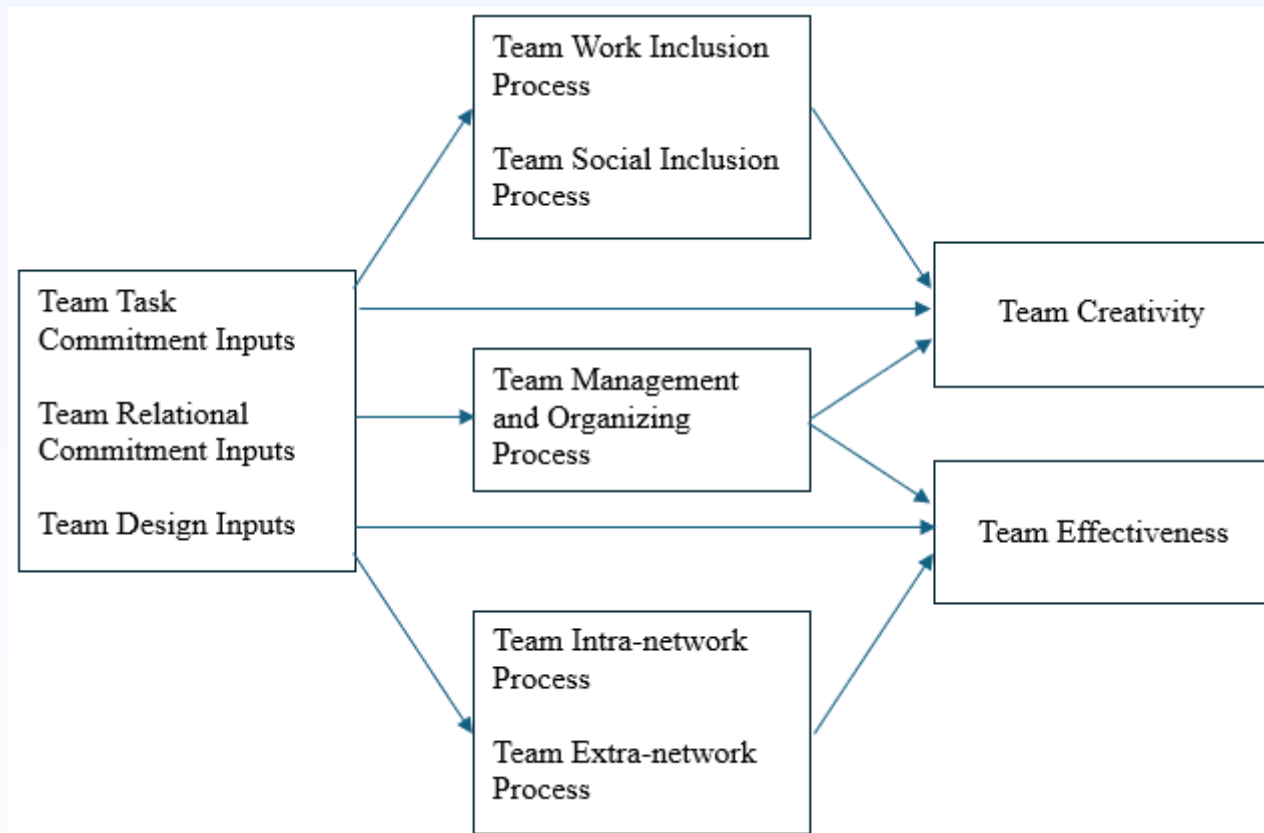
Knowledge of Business 2024-25 vs. 2023-24

MBA Students Achieving Standard per Knowledge Area



TEAM EFFECTIVENESS

- SLO: *Ability to work effectively in a culturally diverse team.*
- **TECS** – instrument designed to capture variables that predict team effectiveness (McGuire, Zhang, Cooper & Villanueva, forthcoming)



Results: Team Effectiveness

Assessment Measure	Sample	Standard	Met?
TECS (Team Effectiveness and Creativity Survey)	101 students in 20 teams	80% of teams will score at or higher than 4.5 for Effectiveness and Creativity	YES

Results: Team Effectiveness

Main Campus



Standard met for

- Team Effectiveness
- Team Creativity

YES



DTLA



Standard met for

- Team Effectiveness

Below standard
for Creativity



FORMAL PRESENTATIONS

- SLO: *Skill in making a well-organized, formal presentation.*
- 4 MBA classes – Rubric Assessment of MBA Teams



Results: Formal Presentation

Assessment Measure	Sample	Standard	Met?	Results (Overall)
Presentation Rubrics	22 teams of 110 students	80% of teams will achieve ratings of at least 4 out of 5 on each rubric criterion and overall.	YES	80% (20 teams) met standard in each course sampled.

BUSINESS AND ECONOMIC INFORMATION

- SLO: *Ability to interpret, analyze, and draw conclusions from business and economic information in financial statements, tables, charts, graphs.*
- Analysis by Rubric.



Results: Analysis of Business Information

Assessment Measure	Sample	Standard	Met?	Results
Individual Report Rubric (Analysis component)	78 students	80% will score 4 or higher on individual consulting project report rubric.	YES	87 % (68 students) met standard

CONTRIBUTIONS TO THE PUBLIC GOOD

- *No SLO !*
- MBA pro-bono consulting projects to for-profit, nonprofit, and government organizations.



Results: Contributions to the Public Good

Assessment Measure	Sample	Standard	Met?
Projects completed	112 students in 22 teams in Fall 2024 and Spring 2025.	22 projects completed. 60% of project Companies owned by members of underrepresented groups.	?

SATISFACTION WITH MBA PROGRAM

- ❑ Satisfaction with required courses?
- ❑ Would recommend a Cal State LA graduate program to a friend?
- ❑ Satisfaction with program features (Advisement, Career Support, Library, etc.)?



MBA Student Satisfaction with Required Courses

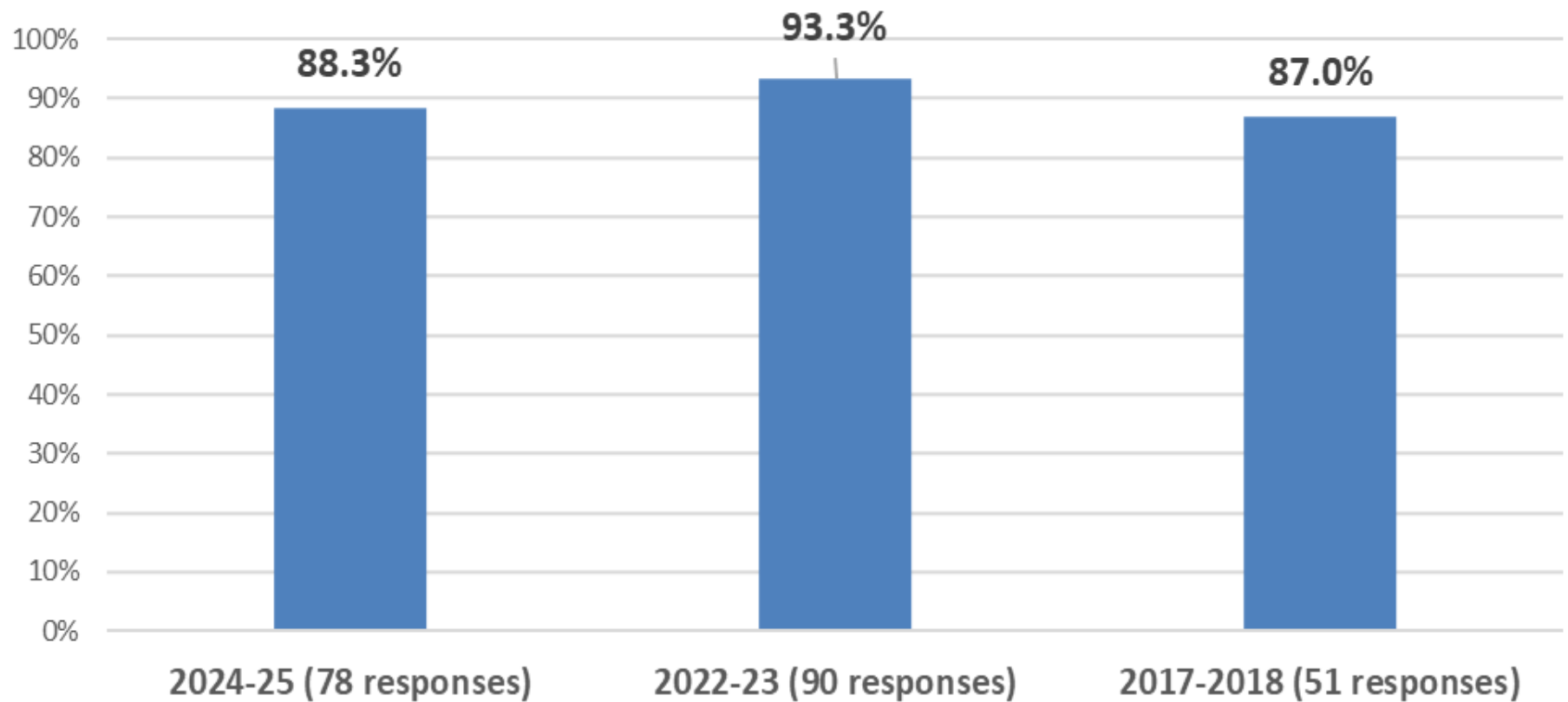
December 2025



Results: Satisfaction with MBA Program

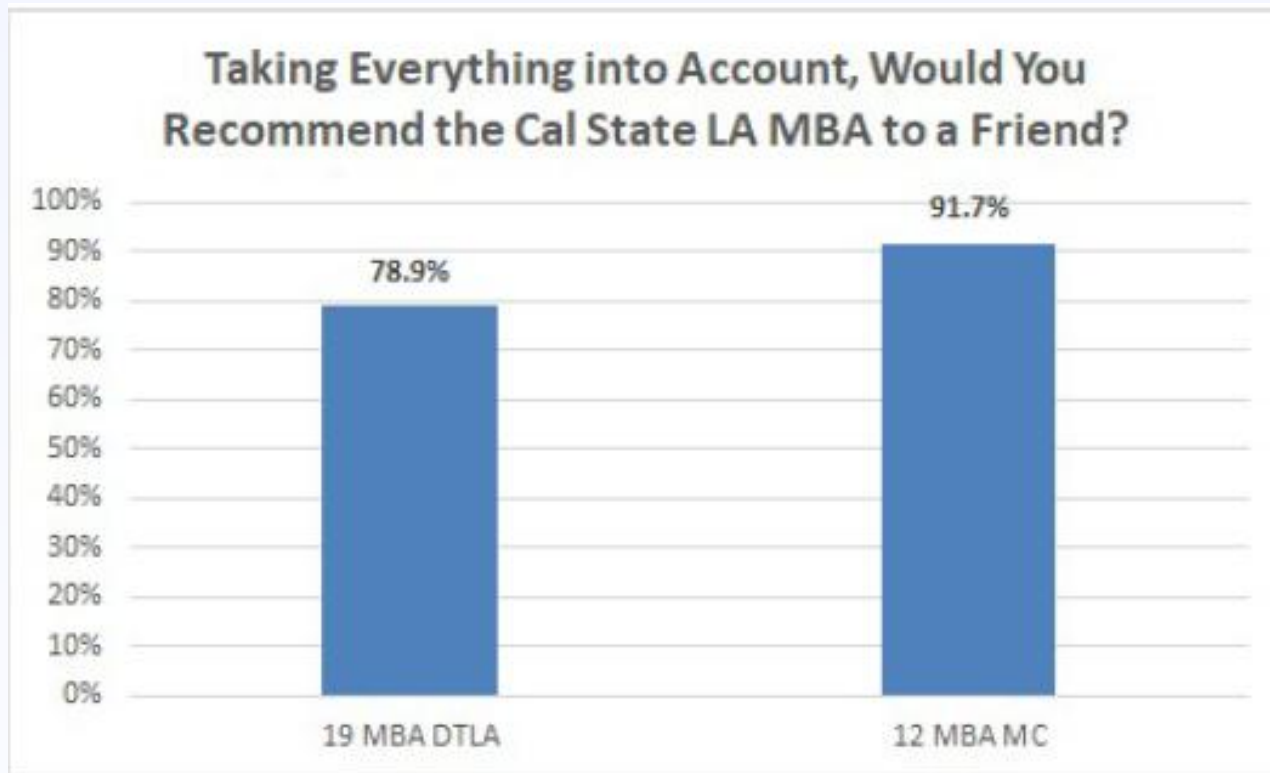
Assessment Measure	Sample	Result
Survey of Students about to Graduate	78 students	88.3 % would recommend Cal State LA to a friend; Satisfaction with required courses 4.1 out of 5.

Would Recommend a Cal State LA Graduate Business Program to a Friend



Would Recommend Cal State LA MBA Program

DTLA vs. MC



Spring 2025

Recommendations

(1) Review MBA program SLOs to include:

(a) Contributions to the community

(b) Business ethics



Recommendations

(2) Develop short survey for project clients:



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Survey of MBA Consulting Project Clients

Would you recommend Cal State LA MBA Projects to a friend?

Systematically measure our contributions to the community.

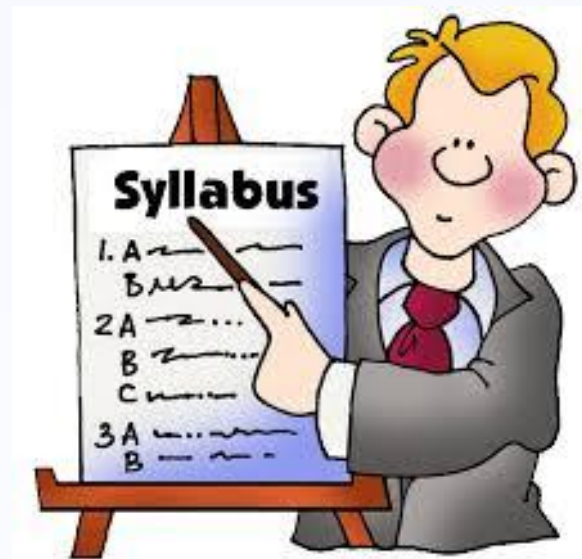
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|--|----|---|---|-----|---|
| 1. To what extent were the objectives of the project achieved (as per the agreed-upon consulting proposal)? | 1 | 2 | 3 | 4 | 5 |
| 2. Did the MBA project assignment enhance community engagement with the University? | 1 | 2 | 3 | 4 | 5 |
| 3. Did the MBA project provide a benefit in terms of societal impact? | 1 | 2 | 3 | 4 | 5 |
| 4. To what extent did the project help Black, Latino, AAPI, Disabled, Veteran, LGBTQ or Female members of the community? | 1 | 2 | 3 | 4 | 5 |
| 5. Would you recommend Cal State LA MBA consultants to a friend? | No | | | YES | |

Recommendations

(3) Consistently collect pre and post **data** in BUS 5000 / 5001 and BUS 5995A.



(4) Review **syllabi** in Finance, Operations Management, and Leadership classes. Add assignments or in-class exercises to strengthen learning.



Recommendations

(5) Assign core MBA courses to **faculty** with doctorates in their areas of expertise.



Recommendations

(6) Admission: Consider minimum GMAT score and/or a minimum UG GPA of at least 2.75.

Requirements



(7) Waive foundations ONLY with strong evidence students do not need it.

