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

Action Designz

UPS

ACTION ONE FINANCIAL CORPORATION

brewjería COMPANY

EL SERENO GreenGrocer

TACO Nazo

LIQUOR REPUBLIC



FADE × LABS BARBERSHOP

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

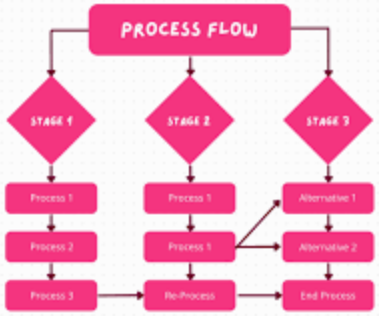
Standard Met (overall): YES

- Accounting
- Marketing
- Info Systems
- Strategic Mgt



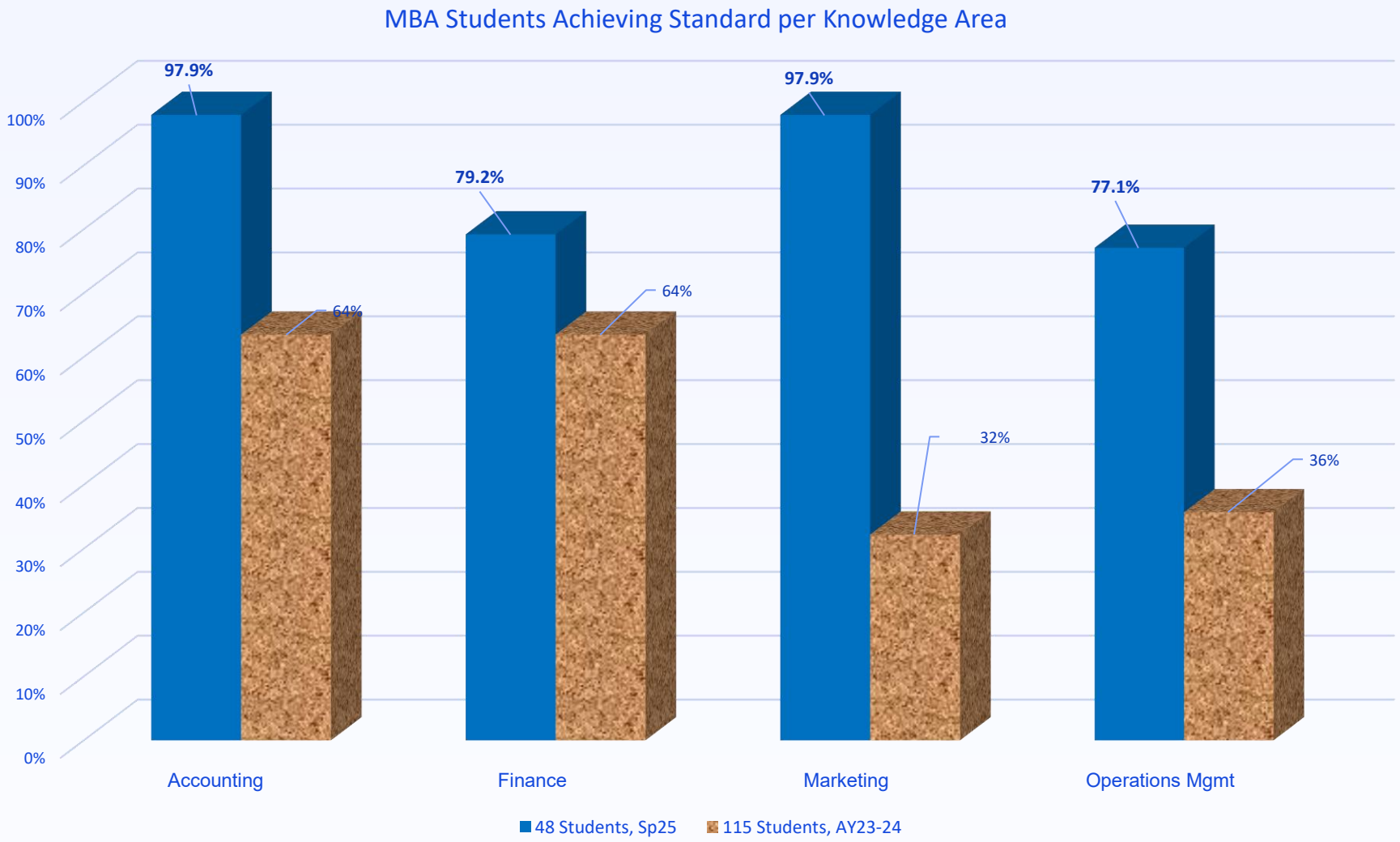
Slightly below:

- Finance
- Operations Mgmt
- Leadership



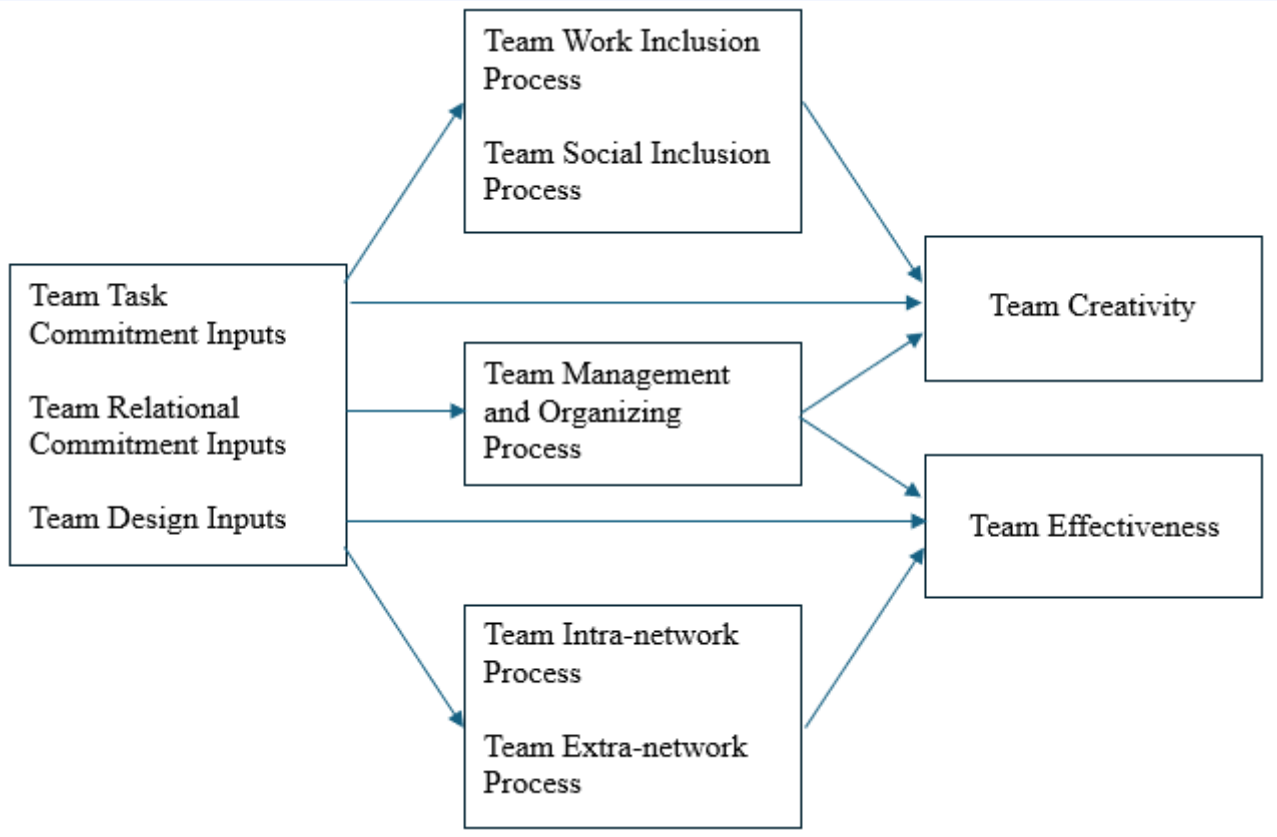


Knowledge of Business 2024-25 vs. 2023-24



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.)?



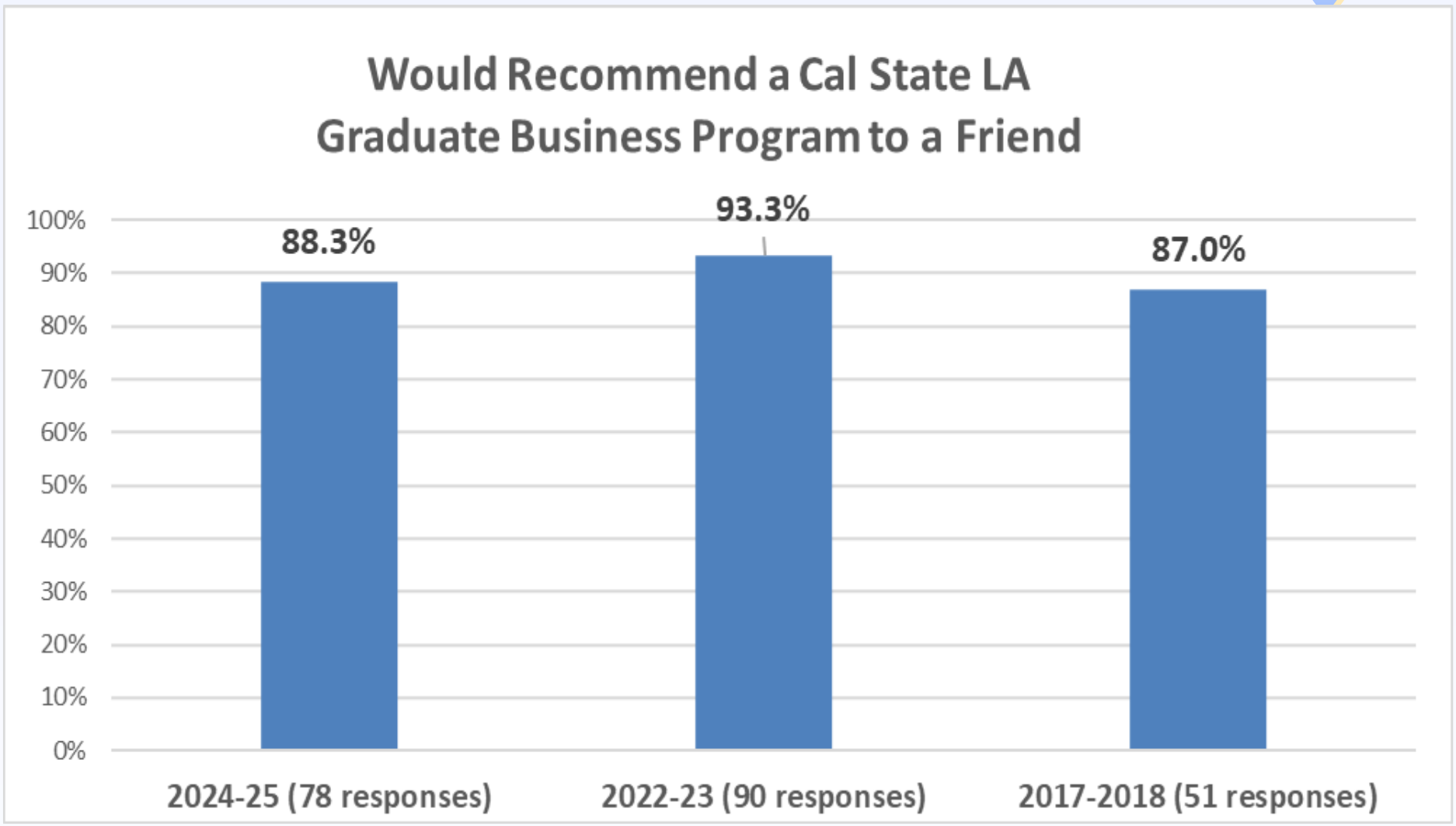
MBA Student Satisfaction with Required Courses

December 2025



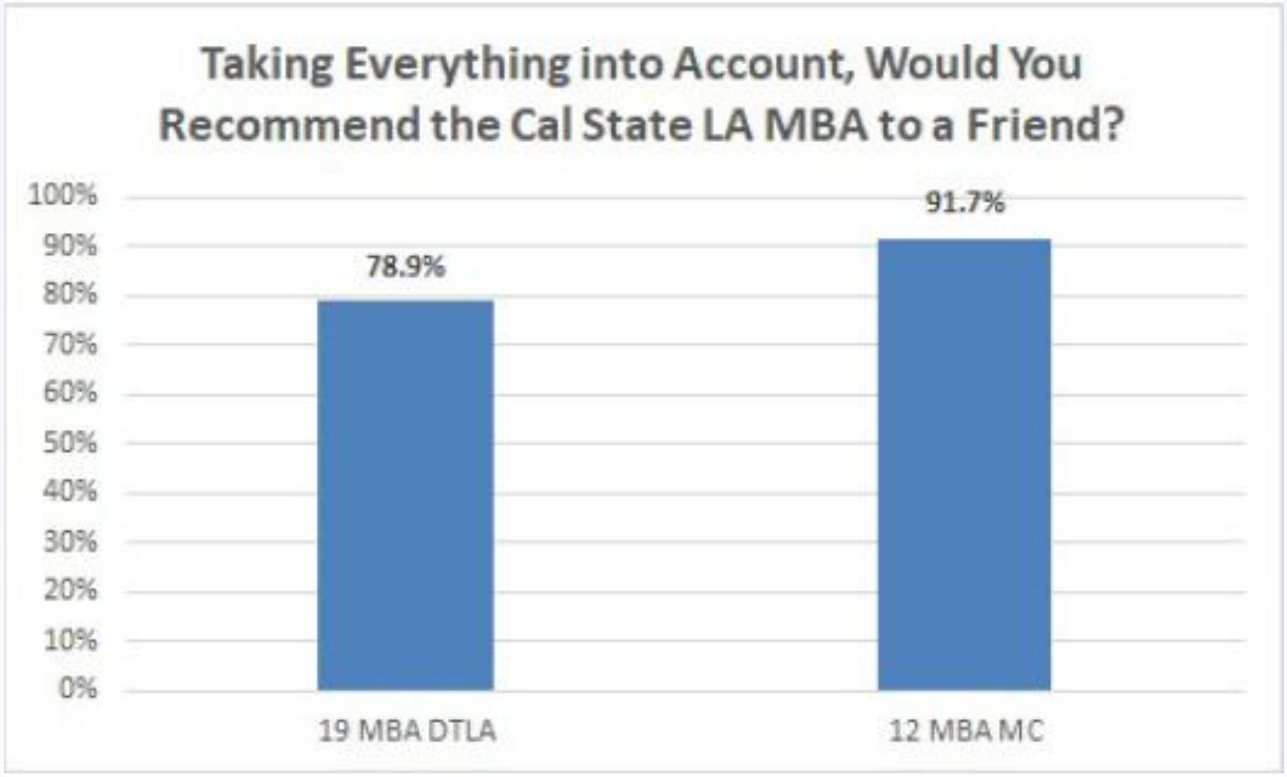
Results: Satisfaction with MBA Program

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
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
88.3%
93.3%
87.0%
2024-25 (78 responses)
2022-23 (90 responses)
2017-2018 (51 responses)

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:

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

Systematically measure our contributions to the community.

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Survey of MBA Consulting Project Clients

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.



(7) Waive foundations <u>ONLY</u> with strong evidence students do not need it.

