

Faculty of Economic and Management Science

Potchefstroom Business School

Internal evaluation report: MBA 508102 – MBA E784P

25 August 2010

- 1. Name of program:** Master of Business Administration (MBA)
- 2. Program owner:** Potchefstroom Business School
- 3. Program manager:** Prof RA Lotriet
- 4. Evaluation team members:** Prof TE du Plessis (PBS: Director)
Prof RA Lotriet (PBS: Program manager)
Prof AM Smit (PBS: Quality manager)
Prof JG Kotzé

5. Program document:

Program document is added as Annexure A.

6. Dates of evaluation discussions:

A panel was appointed within the Business School to oversee the process. This panel met regularly with Academic Support Services who guided us through the process. On the following dates meetings between the director, the panel, academic support services and lecturers took place:

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| 5 March | Prof TE du Plessis, Prof RA Lotriet, Prof AM Smit |
| 26 March | Prof TE du Plessis, Prof RA Lotriet, Prof AM Smit, Prof Jan Kotzé,
Me M Heyns, Me R Scholtz, Me Wilma Pretorius |
| 30 March | Workshop: Dr Alfred Henrico, Prof TE du Plessis and Panel as well
as all the lecturers |
| 6 April | Prof TE du Plessis and Panel, Dr Alfred Henrico, as well as lecturers |
| 19 April | Prof TE du Plessis and Panel |
| 29 April | Prof TE du Plessis and Panel, as well as lecturers |

14 May	Prof TE du Plessis and Panel
10 June	Prof TE du Plessis and Panel
19 July	Prof TE du Plessis and Panel, as well as lecturers
27 July	Prof TE du Plessis and Panel
18 Aug	Prof TE du Plessis, Prof RA Lotriet, Prof AM Smit, Dr CJ Botha (PBS) and Dr Alfred Henrico, Ms Caela Scott, Ms Antoinette Vermeulen (Academic Support Services)
25 Aug	Prof TE du Plessis and Panel

7. Internal evaluation procedure

During the evaluation meetings each of the issues raised in the questionnaires were discussed and consensus on an evaluation outcome was reached. Additional problems were identified and suggestion for action steps were made, followed up and summarised in the report.

8. Evaluation questionnaires

The questionnaires with results are attached and summarised as follows:

Questionnaire QIA2: Student programme feedback questionnaire (Postgraduate) (See results in Annexure B.)

Module evaluation: At the end of each semester each of the modules presented on the MBA is evaluated by the students internally. (See results in Annexure C.)

9. General comments

An intensive evaluation of this program identified a number of aspects requiring attention. Detailed action plans were developed to effectively address these short comings.

The detail of the aspects requiring attention will be supplied under point 11.

10. Strengths

- The MBA is fully accredited with HEQC.
- We normally receive a very good evaluation according to the Financial Mail Survey. (See document evidence files.)
- Regular benchmark exercises are done nationally and internationally to assure that the content of the MBA and the performance of graduates always meet the expectations of the market. (See document evidence files.)
- The Business School has well qualified lecturing faculty complemented with good administrative support.
- Most of the academic staff are actively involved in consulting for various organisations that enhance the application of practical business solutions in the class room. The nature of the classes are interactive and a multi disciplinary approach is followed in most of the modules. There is a good throughput rate in the program and the constituent modules. The throughput rate of MBA students is actively managed.
- Student guidance for the research component (dissertation) pro-actively starts in the first year of MBA and the Statistic Consultation Services of the university assist students with statistical analysis. A dedicated librarian is allocated to the MBA students for assistance.

11. Aspects requiring attention

- Collaboration with GSBL of Mafikeng Campus.
- Equity profile needs improvement to be in line with university regulations.
- More formal exposure to developing trends in teaching and learning presented by the academic support unit of the NWU.
- Study guides to be updated in accordance with recommendation by Academic Support Services.

More emphasis on the development of faculty to enhance research capacity.

- Need to develop research document with rules and regulations describing the research process.
- Assessment criteria for each module to be streamlined according to the recommendations by Academic Support Services and the utilisation of a standardised moderators plan.
- The facilities of the Potchefstroom Business School is not up to standard according to the expectations of the students and in comparison with other business schools.

12. Recommendations for the improvement of the program

SECTION THAT NEEDS IMPROVEMENT	RECOMMENDATION AS REFERRED TO IN IPE REPORT	ACTION(S)	NAMES OF STAFF AND/OR CO-ORDINATORS	TIME LINE
Criterion 1 Institutional Organisational Context 1.1 Development of Programme document	IPE report section 1	Meeting with Academic Support Services of the University to develop program document	MBA Program Manager (Prof Lotriet)	End of August 2010
1.2 Collaboration with GSBL of Mafikeng Campus		Continuous discussion with Mafikeng Campus as well as Potch Campus and Institutional Management	Director	Starting in 2011
Criterion 2 Program Design and Coordination 2.1 Align credits with reference to the HEQC and other business schools	IPE report section 2	Benchmark of credits with reference to HEQC and other business schools	MBA Program Manager to investigate and refer to school's strategic planning meeting	Second semester 2010
2.2 Align credits of research component of proposed/provisional HEQC regulations to be one third of total program credits		Investigate and benchmark the credits with HEQC, SABSA and other Business Schools	MBA Program Manager, Research Manager and Director to refer to the school's strategic planning meeting	2010 to 2015
2.3 Development of Program Document		Refer to 1.1	Refer to 1.1	Refer to 1.1

SECTION THAT NEEDS IMPROVEMENT	RECOMMENDATION AS REFERRED TO IN IPE REPORT	ACTION(S)	NAMES OF STAFF AND/OR CO-ORDINATORS	TIME LINE
Criterion 3 Student recruitment, admission and selection 3.1 Ensure alignment with university's RPL policy	IPE report sections 3	See document IPE File no 1 Criterion 3.5	Director and Program Manager	Continuous
3.2 Describe RPL policy of the business school as part of the program document		Revisit RPL Policy and refer to schools annual strategic session	Director, Program Manager and Admission committee	End August 2010
Criterion 4 Staffing 4.1 Equity profile need improvement to be in line with university regulations	IPE report sections 4	Continuous process to employ personnel according to equity profile taking into account the Afrikaans medium mode of instruction at Potch Campus within the scope of the requirements of Business School training	Dean of Faculty, Director and Interviewing Panel	Continuous

SECTION THAT NEEDS IMPROVEMENT	RECOMMENDATION AS REFERRED TO IN IPE REPORT	ACTION(S)	NAMES OF STAFF AND/OR CO-ORDINATORS	TIME LINE
Criterion 5 Teaching & Learning 5.1 Investigate the use of E-fundi	IPE report section 5	Academic support services presentation of possible utilisation on E-fundi/teaching and learning trends on MBA level	All academic staff	At least annually
5.2 More formal exposure to developing trends in teaching and learning presented by the academic support unit of the NWU		Depending on the outcomes of the presentation utilisation possibilities may be identified	All academic staff	Continuous at least an annual meeting
5.3 Study Guides to be updated in accordance with recommendations by Academic Support Services		Update Study Guides	All academic staff	End Aug to End Nov 2010

SECTION THAT NEEDS IMPROVEMENT	RECOMMENDATION AS REFERRED TO IN IPE REPORT	ACTION(S)	NAMES OF STAFF AND/OR CO-ORDINATORS	TIME LINE
Criterion 6 Research 6.1 Integration of research into program document	IPE report section 6	The relevant research components will be incorporated into the Programme document	Program Manager Research Manager	End of August 2010
6.2 More emphasis on development of faculty to enhance research capacity		- Task agreement/ Development program per staff member - Exposure to all MBA staff as study leaders on research project - Active encouragement of all staff to participate in national and international conferences - Organising of annual international conference - Incentivising staff to write articles	Director and PBS's OD officer (Prof Leon Jackson) Research Manager	Continuous

SECTION THAT NEEDS IMPROVEMENT	RECOMMENDATION AS REFERRED TO IN IPE REPORT	ACTION(S)	NAMES OF STAFF AND/OR CO-ORDINATORS	TIME LINE
Criterion 7 Supervision of Research Dissertation 7.1 Need to develop research document with rules and regulations describing the Research process	IPE report section 7	Formalise in-house procedure and take it to school's strategic planning meeting	Research Manager	End of August 2010
7.2 More focused research		Implement cluster concept	All staff	End of August 2010
7.3 Feedback from students on supervision		Develop a document to evaluate the study leader's guidance during the dissertation	Quality Manager	End of August 2010

SECTION THAT NEEDS IMPROVEMENT	RECOMMENDATION AS REFERRED TO IN IPE REPORT	ACTION(S)	NAMES OF STAFF AND/OR CO-ORDINATORS	TIME LINE
Criterion 8 Student Assessment 8.1 Assessment criteria	IPE report section 8	- Develop assessment plan for the MBA - Align outcomes of each module with the Assessment plan - Lecturers should attend the assessment course	All MBA academic staff and Program Manager	End of August 2010
8.2 No standardised moderators plan		Develop external moderators plan that includes the expansion of the capacity, the use of NWU Moderation form, and dovetail with the assessment policy of the NWU	All MBA academic staff and Program Manager	End of August 2010
Criterion 9 Infrastructure and Library Resources 9.1 More recent research material	IPE report section 9	Alignment with library in obtaining more recent books according to budgetary allocations	Librarian (Ms Christine Bronkhorst) and Prof Stephan van der Merwe	Continuously, at least two times per year
Criterion 10 Student Retention and Throughput Rates 10.1 Monitoring acceptable throughput rates	IPE report section 10	Active academic record management	Academic Administration	After each semester and annually
Criterion 11 Programme Reviews	IPE report section 11			Continuous, at least once a year