

Direct: Capstone Project and Other Measures of Student Learning Outcomes

CAPSTONE PROJECT (4 UNITS)

To demonstrate the ability to plan and execute an independent research project within a defined time-period or working in a placement for a duration of three months. M.S.M. students may choose from two options. Students may opt for the Capstone Internship (CPSN597) or the Integrated Business Project (CPSN598).

If students choose to undertake a three-month internship, they will carry out a work placement and produce a reflective essay. Students will use a reflective model and an experiential learning cycle to examine their internship experiences, so they develop via self-reflection on at-work practices and enhance their employability.

If students opt for the Integrated Business Project, they will be required to produce an independent research project demonstrating advanced research skills, planning and self-management abilities as well as agility in information handling.

Enrollment Requirements: Capstone Project is to be taken in your final quarter. Also, the project is taken when you are within 8 units of completing your intended program, in good academic standing, and has advanced to candidacy. Finally, the project requires authorization prior to enrolling in the course.

OTHER MEASURES OF STUDENT LEARNING OUTCOMES

Merit University measures and evaluates student learning outcomes to validate and confirm overall program and educational effectiveness. Various assessments are used to measure student learning outcomes such as tracking and analysis of GPA achievement of students in the program, the achievement of objectives of capstone courses, pre and post-tests of individual courses, and other information including a summary of course completion data (i.e., objectives achieved, competencies acquired).

GPA Results

As one method of documenting student learning outcomes, GPA achievement provides a uniform and comparable measurement of student achievement in programs and over time. The GPA is calculated on the traditional 4.0 scale. Students' GPAs are inclusive tools to measure student learning outcomes uniformly and comparably. GPA includes assessments of quizzes, written exams, research papers, course discussion questions, and case study analyses. These assessment tools are aligned with course objectives and program objectives, which are contained in the course syllabi.

The required GPA for MBA program completion is 3.0 or above. Students who achieve a GPA lower than 3.0, are required to have individual academic counseling with the academic advisors.

The GPA achievements of the program and the capstone courses are shown in Table 8c.

Table 8c. GPA Attainment

Credential	2023 GPA	2024 GPA	2025 GPA	Difference Between 2023/2024 and 2025
Master of Business Administration Degree	3.20	3.13	3.49	+0.36
MBA Capstone Course (Organizational Behavior)	3.50	n/a	3.33	-0.17
MBA Capstone Course (Marketing Management)	2.83	3.46	3.50	+0.04
MBA Capstone Course (Management Information Systems)	2.18	2.83	3.83	0
Master of Science in Management Degree	3.70	3.40	3.27	-0.13
MSM Capstone Course (Leadership and Teams)	4.0	3.33	n/a	n/a
MSM Capstone Course (Data Science for Business Analytics)	n/a	n/a	3.45	n/a
MSM Capstone Course (Internet Business Technologies)	3.75	n/a	3.00	-0.75

Note: Reporting period is from Jan 2023 to December 2025.

In 2023, the average GPA of MBA students was 3.20. The average GPAs for the Capstone courses, Organizational Behavior (MGMT510), Marketing Management (MKTG500), and Management Information Systems (ITMG510) were 3.50, 2.83, and 2.18. The average GPA for Marketing Management (MKTG500) was 2.83 because one student failed due to excessive absences. The average GPA for the Management Information Systems (ITMG510) course was 2.18 because three students received failure grades. These three students had academic counseling and were advised for improvement.

The average GPA of MSM students was 3.70. The average GPA for the Capstone course, Leadership and Teams (MSMG504) was 4.0. All students had outstanding achievements. Data Science for Business Analytics (MSMG534) was not offered in 2023. The average GPA for Internet Business Technologies (ITMG513) was 3.75. The average GPA of the MSM program and the Capstone courses were maintained above 3.0.

In 2024, the average GPA of MBA students was 3.13, which was comparable to the average GPAs in 2022 and 2023. The average GPA for the Capstone course, Marketing Management (MKTG500) was 3.46, which was 0.63 higher than the GPA in 2023. Organizational Behavior (MGMT510) was not offered in 2024. The average GPA of Management Information Systems (ITMG510) course was 2.83, which was higher than 2.18 in 2023.

The average GPA of MSM students was 3.40. The average GPA for the Capstone course, Leadership and Teams (MSMG504) was 3.33. Data Science for Business Analytics (MSMG534) and Internet Business Technologies (ITMG513) were not offered in 2024. The average GPA of the MSM program and the Capstone courses were maintained above 3.0.

In 2025, the average GPA of MBA students was 3.49. The average GPA for the Capstone course, Organizational Behavior (MGMT510) was 3.33. The average GPA for the Capstone course, Marketing Management (MKTG500) was 3.50. The average GPA for the Capstone course, Management Information Systems (ITMG510) was 3.83. The average GPAs of the MBA program and the Capstone courses were maintained above 3.0.

The average GPA of MSM students was 3.27. The Capstone course, Leadership and Teams (MSMG504) was not offered in 2025. The average GPA for the Capstone course, Data Science for Business Analytics (MSMG534) was 3.45. The average GPA for the Capstone course, Internet Business Technologies (ITMG513) was 3.00. The average GPAs of the MSM program and the Capstone courses were maintained above 3.0.

The course learning outcomes were stated in the course syllabi and were aligned with the MBA and MSM programs' learning outcomes. The MBA and MSM programs' average GPAs for the three years, 2023, 2024, and 2025 were above 3.00 and this demonstrates satisfactory progress.

Student Learning Outcomes Action Plan

The AP Committee advises that capstone project analysis will be available with the upcoming cohort group for measuring student learning outcomes.

The AP Committee advises the faculty to search for additional assessment tools to measure student learning outcomes.

The AP Committee recommends faculty review collected GPA analysis of program and capstone courses, including pre- and post-tests analysis for the improved student learning outcome assessments.

The AP Committee suggests faculty develop additional courses and programs by reviewing and analyzing the GPA data.

Faculty members also offer suggestions for teaching and content development to the dean of academic affairs. The analyses of these data provide a benchmark to measure the knowledge and skills gained by students.