



Academic Learning Compact

Business Management

Program Mission Statement

The management major is designed for students interested in the fields of business, manufacturing, and other types of organizational management. The curriculum has been developed to include a combination of business, technical, and behavioral courses in order to prepare the student for employment in a business or other for-profit or non-profit organizations.

Students who choose management as their area of concentration must satisfy all requirements for the B.B.A. degree. As part of the B.B.A. degree program, these students must satisfy the management major requirement and a contextual studies requirement. (These are specified in more detail in the curriculum at <http://www.unf.edu/coggin/management/Management.aspx>)

Flexibility is allowed so that students have some discretion in orienting their programs toward career and degree objectives. While the basic courses required of a management major are the same for all students, a variety of options are available to students with special interests.

For example, students interested in personnel and industrial relations can combine courses in the Department of Management with courses offered in psychology, economics, political science, and sociology to provide greater emphasis on the management of human resources. Students interested in management positions in manufacturing can combine courses in the Department of Management with those offered in economics, accounting, and technologies to provide greater emphasis on managing for increased productivity in manufacturing. Students interested in small business can focus their courses in order to achieve a better understanding of the problems of developing and managing the small firm.

Student Learning Outcomes

Graduates will be able

Content/Discipline-Specific Knowledge/Skills

- Students will demonstrate knowledge and understanding of the global economy and the ability to recognize the impact of diverse socioeconomic and cultural factors on business operations.
- Students will demonstrate the ability to utilize technology to enhance decision-making skills and improve productivity.
- Students will demonstrate content knowledge in the major functional areas of business: Accounting, Economics, Management, Marketing, Quantitative Business Analysis, Information Systems, Finance, and the Legal and Social Environment.

Communication Skills

- Students will demonstrate effective business communication skills.

Critical Thinking Skills

- Students will demonstrate the ability to identify and reconcile ethical issues in decision-making.
- Students will demonstrate the ability to think critically to identify problems, and propose alternatives to these problems and implement solutions.

Assessment Approaches

The Coggin College of Business operates a college-wide strategy to assess its six learning objectives. Each of the 11 programs of study (housed in 4 departments) has adopted these as its learning objectives, which links to the university's three broad learning categories. While each of these objectives is differentially emphasized in the various programs of study, they are common to the core body of knowledge provided to all students majoring in a sub-field of business. The college utilizes a multi-year time horizon to assess alternating objectives. This time horizon corresponds to the AACSB (re)accreditation cycle.

Oral communication (objective 1) is assessed by student performance during SPC 4064 (Public Speaking for Professionals),

using a standardized, anchored grading rubric.

Written communication (objective 1) is assessed in MAN3025, via a standardized written evaluation system.

Electronic communication (objective 1) is assessed in MAN3025, via a standardized evaluation system.

Ethics (objective 2) is assessed via a standardized test in the capstone policy course.

International business knowledge (objective 3) is assessed on the international assessment indicator (sub-score) of the Major Field Test in Business, an instrument of the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the capstone policy course.

Technology use (objective 4) is assessed on the information system assessment indicator (sub-score) of the Major Field Test in Business, an instrument of the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the capstone policy course.

Critical thinking (objective 5) is assessed via the Educational Testing Service (ETS) Proficiency Exam, with plans to administer a standardized test via MAN3504.

Content knowledge in the functional areas of business (objective 6) is assessed via the Major Field Test in Business, an instrument of the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the capstone policy course. Content knowledge is measured by the overall score, as well as the score on each of eight assessment indicators (sub-scores), including accounting, economics, management, quantitative analysis, finance, marketing, legal / social environment, and information systems.

Assessment mechanisms may change over time.