



Graduate Academic Learning Compact

General Business - MBA

Program Mission Statement

The mission of the Master of Business Administration is to prepare students for positions of organizational leadership. The curriculum focuses on developing a general management perspective and in-depth knowledge of the various skills required to manage effectively in a rapidly changing and increasingly technical and global environment. This mission recognizes the need for graduates to demonstrate understanding of: how to construct and articulate one's point of view and solicit that of others, the increasingly technical, global, and ethically complex environment, all major organizational functions and their interrelationships, how to evaluate, develop, allocate and manage an organization's resources, how to improve organizational processes and decisions, and how to lead, collaborate, and apply knowledge in new, uncertain, and dynamic environments.

The MBA program offers intensive graduate-level study in accounting, economics, decision sciences, finance, management, and marketing. Throughout the program, emphasis is given to policy formulation and the interrelationships of business disciplines. Applications in ethics, total quality management, international business, information technology, and value-based management are included.

Student Learning Outcomes

Graduates will be able to:

Knowledge of Literature of Discipline (req)

- will acquire knowledge in the major functional areas of business and understand the interrelationships among them.

Independent Research/ Professional Practice (req)

- demonstrate an understanding of leadership and will demonstrate a capacity to lead in collaborative settings.

Professional Skills (opt)

- will understand the global economy and recognize the impact of diverse socio-economic and cultural factors on business operations.

Communication (opt)

- will communicate effectively in written, oral or electronic formats.

Critical Thinking (opt)

- will demonstrate the ability to think critically, to identify problems, and to propose alternatives to these problems.

Ethics (opt)

- Students will identify and propose alternatives to reconciling ethical issues in decision-making.

Other (opt)

- will utilize technology to enhance decision-making skills and improve productivity.

Assessment Approaches

The Major Field Test for the MBA from the Educational Testing Service, including the overall score and the Marketing, Management, Finance, Managerial Accounting, and Strategic Integration sub-scores; primary trait analysis of written communication skills; primary trait analysis of oral communication skills; assessment of electronic communication skills via web-page development and voice-over PowerPoint; ethics assessment; and a nationally-normed critical thinking assessment. Additional assessment mechanisms are in development.