



Graduate Academic Learning Compact

Management - MSM

Program Mission Statement

The Master of Science in Management (MSM) at the Coggin College of Business builds a bridge to business for recent graduates and working professionals with non-business academic backgrounds. Completing the program can help you to develop core business skills that will make you stand out and empower you in your first job and throughout your professional career.

The MSM Program is a generalist graduate business program designed specifically for individuals with non-business academic degrees. No professional work experience is required.

Student Learning Outcomes

Graduates will be able

Knowledge of Literature of Discipline (req)

- Students will acquire knowledge in the major functional areas of business (accounting, economics, management, finance, marketing, and quantitative business analysis) and understand the interrelationships among them.
- Students will understand the global economy and recognize the impact of diverse socio-economic and cultural factors on business operations.

Communication (opt)

- Students will communicate effectively in both oral and written formats.

Ethics (opt)

- Students will identify and reconcile ethical issues in decision making.

Assessment Approaches

The Coggin College of Business operates a college-wide strategy to assess its four MSM learning goals. The college utilizes a multi-year time horizon to assess objectives. This time horizon corresponds to the AACSB (re)accreditation cycle.

Functional Business Content Knowledge (objective 1) is assessed via the Major Field Test (MFT) for Business, an instrument provided by the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the MSM capstone policy course (MAN 6724). Functional Business Content Knowledge is measured by the overall scaled score (out of 200), as well as the score on each of the following assessment indicators (sub-scores): accounting, economics, management, finance, marketing, and quantitative analysis

Global Awareness (objective 2) is assessed via the Major Field Test (MFT) for Business, an instrument provided by the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the MSM capstone policy course (MAN 6724). Global Awareness is measured by the sub-score on the "International Issues" assessment indicator.

Effective Communication (objective 3) includes both oral and written communication. The written communication portion of this objective is assessed in the capstone MSM policy course (MAN 6724). Student are required to write a brief essay in response to a case and are assessed using the UNF Writes Self-Talk Rubrics #1-5. Written Communication is measured by the overall writing score (out of 5) as well as the score in each area of written communication (Thesis/Central Idea, Paragraph Coherence, Evidence, Grammar, and Stylistic Clarity).

Ethical Reasoning and Decision Making (objective 4) is assessed in the MSM capstone policy course (MAN 6724). Student are required to write a brief essay in response to a case and are assessed using the UNF Writes Self-Talk Rubric #6 that evaluates ethical awareness and critical thinking. Ethical Reasoning and Decision Making is measured by the Ethical Awareness and Critical Thinking score (out of 5).