

MAJOR GOALS AND LEARNING OUTCOMES FOR THE M.S.B.A. IN BUSINESS ADMINISTRATION/MANAGEMENT PROGRAM

I. Develop competence in competitive analysis, strategy formulation and implementation.

- Linked to MGT626, 723, and 731

Objective 1: Understand the nature of strategic competitiveness and develop the ability to analyze the competitive environment facing a firm, assess the attractiveness of global industries and isolate potential sources of competitive advantage and disadvantage.

Assessment: Case study and exam questions

Objective 2: Integrate knowledge and apply analytical techniques from various business disciplines with the purpose of identifying and analyzing strategic issues to develop solutions in the form of actionable plans.

Assessment: Case study and exam questions

Objective 3: Develop logical, coherent and persuasive analyses for a desired course of action with a consideration on how to effectively implement plans within the constraints imposed by the complex behavior of individuals within organizations.

Assessment: Case study and exam questions

II. Understand human behavior, motivation, and performance in organizations.

- Relevant courses: MGT 669, 670, 721.

Objective 1: Understand the link between leadership and employee motivation and performance.

- Assessment: case analysis in MGT 721.

Objective 2: Understand the link between human resource management practice and employee motivation and performance.

- Assessment: exam questions and written projects in MGT 669 and MGT 670.

III. Demonstrate an awareness and understanding of the ethical and social implications of the actions of business people.

Objective 1: Be able to discern and discuss ethical content in current business news.

- Assessment: Provide and/or discuss pertinent news item in class

Objective 2: Be able to analyze in detail a current business event, including its ethical implication.

- Assessment: Term paper

IV. Increase awareness and understanding of the management issues involved in conducting business abroad.

- Relevant courses: MGT 672, 696, 710.

Objective 1: Develop an understanding of the environmental factors which increase both the risk and difficulty of successfully competing abroad (e.g., cultural differences, restrictions on trade and investment, interactions and political conflicts with foreign governments, and foreign economic and market considerations).

- Assessment: Case studies, exam questions, research project

Objective 2: Develop an understanding of trade and foreign investment theories and patterns around the world as well as regional and cooperative agreements among countries (e.g., the European Community and North American Free Trade Association) which may affect a company's ability to successfully conduct business in particular regions of the world.

- Assessment: Case studies, exam questions, research project

Objective 3: Develop an understanding of accomplishing work through individuals and groups in foreign markets (e.g., leadership and motivation, human resource management).

- Assessment: Case studies, exam questions, research project

V. Demonstrate the ability to do managerial research such as a case study, quantitative study, or literature review.

- Relevant courses: MGT 790, 799.

Objective 1: Ability to identify a research topic.

- Assessment: Semester-long research project

Objective 2: Ability to search for and synthesize information.

- Assessment: Semester-long research project

Objective 3: Ability to provide original insights on the topic chosen.

- Assessment: Semester-long research project