



University of Maryland University College

**Master of Global Business Administration (GMBA)
Business and Executive Programs Department**

PROGRAM ASSESSMENT PLAN
Program Outcomes and Learning Assessment Criteria

December 2005

TABLE OF CONTENTS

Program Overview: Global Master of Business Administration Program	3
Program of Study: Global Master of Business Administration Program	4
Development of Program Outcomes: Global Master of Business Administration Program	5
Program Outcomes: Global Master of Business Administration Program.....	6
Alignment of Program Outcomes with Learning Objectives and Assessment Methods: Global Master of Business Administration Program.....	7

PROGRAM OVERVIEW
Global Master of Business Administration Program

The Global Master of Business Administration is designed to develop leaders who can craft and apply innovative approaches for the effective and responsible management of enterprises with global agendas. This 43 credit hour program is designed for managers and other professionals whose careers and management responsibilities engage them in transnational and global operations. The program focuses on developing international management skills as well as business and cultural perspectives on major commercial countries and regions of the world.

All students begin with a one-credit hour “fundamentals” course, then complete nine designated (including all core) three-credit hour courses from the Master of International Management Program followed by five Global MBA courses.

PROGRAM OF STUDY
Global Master of Business Administration Program

The program of study for the Global Master of Business Administration Program is as follows:

CORE COURSES: Students must complete the following list of required courses.

UCSP 611	Introduction to Graduate Library Research Skills	0 credit hours
GMBA 600	Fundamentals Course	1 credit hour
IMAN 601	Strategic Management in a Global Environment	3 credit hours
IMAN 605	Intercultural Leadership and Communication	3 credit hours
IMAN 610	Economics in a Global Context	3 credit hours
ADMN 630	Financial Decision Making for Managers	3 credit hours
Or		
ADMN 631	Financial Management in Organizations	3 credit hours
IMAN 615	Strategic Investment and Partnering	3 credit hours
IMAN 625	International Trade and Trade Policy	3 credit hours
IMAN 630	International Financial Management	3 credit hours
IMAN 640	International Marketing Management	3 credit hours
IMAN 645	International Legal & Tax Environment	3 credit hours
GMBA 653	Information Systems and Technology for Global Operations	3 credit hours
GMBA 655	Managing Global Supply Chain Systems	3 credit hours
GMBA 660	Country/Region Projects (this course taken twice)	3 credit hours
GMBA 670	Capstone: Managing Global Operations	3 credit hours

ELECTIVE COURSES: No elective courses

DEVELOPMENT OF PROGRAM OUTCOMES
Global Master of Business Administration Program

Program outcomes for the Global Master of Business Administration Program are founded upon the following curricular influences:

1. *Core Learning Areas (CLAs)* – The Graduate School Management and Technology of University of Maryland University College specifies seven CLAs that are expected of all graduates. The CLAs are:
 - Effective Communication (COMM)
 - Technology Fluency (TECH)
 - Information Literacy/Research Competence (INFO)
 - Globalization/Diversity (GLOB)
 - Quantitative Literacy (QUAN)
 - Critical Thinking (THIN)
 - Specialized Knowledge (SPEC)
2. Other Global MBA and Master of International Management Programs in the United States, including the American School of Management (Thunderbird), the Fuqua School of Business at Duke University, and the Kellogg School of Management at Northwestern University.
3. International MBA Programs being offered at major universities in Europe, Asia and Latin America.

PROGRAM OUTCOMES
Global Master of Business Administration Program

The specific program outcomes for the Global Master of Business Program are delineated below. The program outcomes describe the expectations for all graduates of the Global Master of Business Program.

PROGRAM OUTCOMES Global Master of Business Administration Program	
CORE LEARNING AREA (CLA)	PROGRAM OUTCOME
COMM	Use oral and written communication to express ideas effectively and persuasively with all organizational stakeholders using a variety of tools, including synchronous and asynchronous technologies.
TECH	Manage the effective use of technology in an organization to achieve superior organizational and operational effectiveness.
INFO	Apply proven management theories and practices to resolve a wide range of organizational issues for transnational enterprises after researching relevant and appropriate information resources.
GLOB	Complete complex management tasks in a culturally diverse and globally dispersed team setting.
QUAN	Develop comprehensive solutions to business problems by synthesizing and evaluating information using qualitative and quantitative analytical reasoning.
THIN	Make effective management decisions that exhibit high ethical standards in a global and culturally diverse environment.
SPEC	Align enterprise operations with the legal, political, economic, and cultural environments of differing countries and regions.

ALIGNMENT OF PROGRAM OUTCOMES WITH LEARNING OBJECTIVES AND ASSESSMENT METHODS
Global Master of Business Administration Program

The following grid aligns the program outcomes of the Global MBA Program with: 1) learning objectives from the designated program coursework and 2) specific methods used to assess student learning within the degree program.

ALIGNMENT OF PROGRAM OUTCOMES WITH LEARNING OBJECTIVES AND ASSESSMENT METHODS Global Masters of Business Administration Program				
DEGREE PROGRAM	CORE LEARNING AREA (CLA)	PROGRAM OUTCOME	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
GMBA	COMM	Use oral and written communication to express ideas effectively and persuasively with all organizational stakeholders using a variety of tools, including synchronous and asynchronous technologies.	Present an analysis of a significant problem or issue facing a company in its international business operations. (IMAN 601)	Research Paper
GMBA	TECH	Manage the effective use of technology in an organization to achieve superior organizational and operational effectiveness.	Identify the competitive factors in an industry that contribute to the success (or failure) of business enterprises operating transnational. (IMAN 601)	Research Paper
GMBA	INFO	Apply proven management theories and practices to resolve a wide range of organizational issues for transnational enterprises after researching relevant and appropriate information resources.	Present an analysis of a significant problem or issue facing a company in its international business operations. (IMAN 601)	Research Paper

ALIGNMENT OF PROGRAM OUTCOMES WITH LEARNING OBJECTIVES AND ASSESSMENT METHODS
Global Masters of Business Administration Program

DEGREE PROGRAM	CORE LEARNING AREA (CLA)	PROGRAM OUTCOME	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
GMBA	GLOB	Complete complex management tasks in a culturally diverse and globally dispersed team setting.	Adjust communication styles and content to adapt both the methods and the medium to domestic and global contexts. (IMAN 610)	Exam (Comprehensive/Program)
GMBA	QUAN	Develop comprehensive solutions to business problems by synthesizing and evaluating information using qualitative and quantitative analytical reasoning.	Perform a financial analysis of a for-profit firm using the organization's financial statements and conducting a financial ratio analysis. (ADMN 630)	Exam (Course/Chapter)
GMBA	THIN	Make effective management decisions that exhibit high ethical standards in a global and culturally diverse environment.	Evaluate alternative strategies available to business enterprises for entering and developing partnerships in foreign markets. (IMAN 615)	Case Study
GMBA	SPEC	Align enterprise operations with the legal, political, economic, and cultural environments of differing countries and regions.	Develop a business plan that aligns the multilevel and multifunctional operations of a firm, spanning multiple country operations within or across regions. (GMBA 670)	Research Paper