



University of Maryland University College

**Master of International Management (IMAN)
Management, Accounting, and Finance Department**

PROGRAM ASSESSMENT PLAN
Program Outcomes and Learning Assessment Criteria

Summer 2007

Master of International Management Program

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Master of International Management Program

PROGRAM OVERVIEW

The Master of International Management Program is an innovative, graduate-level management degree program designed to help mid-career professionals meet challenges and successfully pursue careers in international business and commerce. The program provides managers with a working knowledge of transnational business operations, organization and management, and global environment.

Emphasis is on developing skills for assessing the international competitive structure of industries, building marketing and business plans, formulating market-entry strategies, and managing country and global business risk.

The curriculum requires 36 credits of coursework, which includes a 3-credit capstone course.

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PROGRAM OF STUDY

CORE COURSES

UCSP 611	Introduction to Graduate Library Research Skills	0 credit hours
IMAN 601	Strategic Management in a Global Environment	3 credit hours
MGMT 615	Intercultural Leadership and Communication	3 credit hours
IMAN 610	Economics for Global Managers	3 credit hours
IMAN 615	Strategic Investment and Partnering	3 credit hours
IMAN 625	International Trade and Trade Policy	3 credit hours
IMAN 631	Financial Management for Global Managers	3 credit hours
MRKT 605	International Marketing Management	3 credit hours
IMAN 635	Managing Country Risk	3 credit hours
IMAN 645	The International Legal and Tax Environment	3 credit hours
ISAS 600	Information Systems for Managers	3 credit hours
IMAN 670	Managing Overseas Operations	3 credit hours

Recommendation: Students who wish to improve graduate writing skills may take COMM 600 (Academic Writing for Graduate Students).

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DEVELOPMENT OF PROGRAM OUTCOMES

The table below identifies the curricular influences that support the program outcomes specific to the Master of International Management Program.

SOURCES/RESOURCES PROVIDING CURRICULAR FOUNDATION FOR PROGRAM OUTCOMES Master of International Management Program		
SOURCE	DESCRIPTION	WEB ADDRESS OR DOCUMENT NAME (if applicable)
Core Learning Areas of the UMUC Graduate School of Management and Technology	<p>UMUC degree programs are required to imbed identified institutional CLAs into each degree program. The CLAs for the Graduate School of Management and Technology are:</p> <ul style="list-style-type: none"> • Written Communication (COMM) • Technology Fluency (TECH) • Information Literacy (INFO) • Quantitative Literacy (QUAN) • Critical Thinking (THIN) <p>The expanded definition for each Core Learning Area was considered in creating the respective program outcome.</p>	UMUC Institutional Plan for the Assessment of Student Learning
Other Master of International Management Programs in the United States, including the American School of Management (Thunderbird)		
International MBA Programs being offered at major universities		

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PROGRAM OUTCOMES

The program outcomes for the Master of International Management Program are delineated below. The program outcomes describe the expectations for all graduates for the Master of International Management Program.

PROGRAM OUTCOMES Master of International Management Program	
CORE LEARNING AREA	PROGRAM OUTCOME
COMM	Present to an audience a cogent analysis, together with a comparison of alternative solutions, of a complex situation facing a manager in an international context.
TECH	Use a broad range of online resources to research and monitor leading economic, political, legal, and financial indicators in the international environment from the perspective of an enterprise and industry.
INFO	Use a broad range of online resources to research and monitor leading economic, political, legal, and financial indicators in the international environment from the perspective of an enterprise and industry.
QUAN	Build fully developed marketing and business plans for entering a foreign market.
THIN	Work effectively in groups to research, analyze, and provide practical solutions to complex management issues.

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ALIGNMENT OF PROGRAM OUTCOMES WITH LEARNING OBJECTIVES AND ASSESSMENT METHODS

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

CURRICULAR ALIGNMENT Master of International Management Program			
CORE LEARNING AREA	PROGRAM OUTCOME	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
COMM	Present to an audience a cogent analysis, together with a comparison of alternative solutions, of a complex situation facing a manager in an international context.	Present an analysis of a significant problem or issue facing a company in its international business operations. (IMAN 601)	Research Paper
TECH	Use a broad range of online resources to research and monitor leading economic, political, legal, and financial indicators in the international environment from the perspective of an enterprise and industry.	Evaluate the competitive structure of an industry and viable strategies for a firm in that industry to operate internationally. (IMAN 601)	Research Paper
INFO	Use a broad range of online resources to research and monitor leading economic, political, legal, and financial indicators in the international environment from the perspective of an enterprise and industry.	Evaluate the competitive structure of an industry and viable strategies for a firm in that industry to operate internationally. (IMAN 601)	Research Paper
QUAN	Build fully developed marketing and business plans for entering a foreign market.	Perform a financial analysis of a for-profit firm using the organization's financial statements and conducting a financial ratio analysis. (IMAN 631)	Exam (Course/Chapter)
THIN	Work effectively in groups to research, analyze, and provide practical solutions to complex management issues.	Develop for presentation a full business plan, including financial projections and market analysis, for a company entering a new foreign market. (IMAN 650)	Case Study