



University of Maryland University College

**Master of Business Administration (MBA)  
Business and Executive Programs Department**

**PROGRAM ASSESSMENT PLAN**  
**Program Outcomes and Learning Assessment Criteria**

Summer 2007

**Master of Business Administration Program**

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## Master of Business Administration Program

### PROGRAM OVERVIEW

The Master of Business Administration Program is designed to be interdisciplinary, integrated, and applied. The program incorporates organizational and management processes in the context of the global business environment. The Master of Business Administration Program is offered in two formats: 1) entirely through online instruction and 2) through a combination of classroom and online instruction. Students may also earn the Master of Business Administration Program as part of a dual degree program. The dual degree options include:

- MBA/Master of Distance Education
- MBA/Master of International Management
- MBA/MS in Environmental Management
- MBA/MS in Financial Management
- MBA/MS in Health Care Administration
- MBA/MS in Information Technology
- MBA/MS in Management:
  - Accounting
  - Financial Management
  - Health Care Administration
  - Human Resource Management
  - Marketing
  - Nonprofit and Association Management
  - Procurement and Contract Management
  - Public Relations
- MBA/MS in Technology Management:
  - E-Business
  - Homeland Security Management
  - Information Systems and Services
  - Project Management

**Master of Business Administration Program**

**PROGRAM OF STUDY**

**CORE COURSES**

UCSP 611	Introduction to Graduate Library Research Skills	0 credit hours
AMBA 600	MBA Fundamentals	3 credit hours
AMBA 601	The Role of Managers and Organizations in Society	6 credit hours
AMBA 602	The Dynamics of Individuals and Groups at Work	6 credit hours
AMBA 603	The Marketing of New Ideas	6 credit hours
AMBA 604	Technology and Operations Management	6 credit hours
AMBA 605	Economics of Management Decisions	6 credit hours
AMBA 606	Organizations and the External Environment	6 credit hours
AMBA 607	Strategic Management	6 credit hours

**Master of Business Administration Program**

**DEVELOPMENT OF PROGRAM OUTCOMES**

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

SOURCES/RESOURCES PROVIDING CURRICULAR FOUNDATION FOR PROGRAM OUTCOMES Master of Business Administration 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"> <li>• Written Communication (COMM)</li> <li>• Technology Fluency (TECH)</li> <li>• Information Literacy (INFO)</li> <li>• Quantitative Literacy (QUAN)</li> <li>• Critical Thinking (THIN)</li> </ul> <p>The expanded definition for each Core Learning Area was considered in creating the respective program outcome.</p>	<a href="#">UMUC Institutional Plan for the Assessment of Student Learning</a>
Master of Business Administration Competencies	<p>The Master of Business Administration program advisory panel and staff have identified additional competencies, in addition to the UMUC CLAs, that graduates must possess to accomplish the outcomes and produce excellent results within organizations. These additional competencies are:</p> <ul style="list-style-type: none"> <li>• Systems Thinking</li> <li>• Team Building Skills</li> <li>• Ethical Leadership</li> </ul>	
Accreditation Standards from the International Assembly for Collegiate Business Education (IACBE)	The Master of Business Administration Program has earned full IACBE accreditation and adheres to all accreditation standards.	

**Master of Business Administration Program**

**PROGRAM OUTCOMES**

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

<b>PROGRAM OUTCOMES Master of Business Administration Program</b>	
<b>CORE LEARNING AREA</b>	<b>PROGRAM OUTCOME</b>
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	Evaluate the effective use of technology in an organization to achieve superior organizational and operational performance.
INFO	Apply proven management theories and practices to resolve a wide range of organizational issues after researching relevant and appropriate information resources.
QUAN	Develop comprehensive solutions to business problems by synthesizing and evaluating information using qualitative and quantitative analytical reasoning.
THIN	Analyze business strategies for a multinational enterprise to maintain its global competitiveness in terms of economies of scale and scope.

**Master of Business Administration Program**

**ALIGNMENT OF PROGRAM OUTCOMES WITH LEARNING OBJECTIVES AND ASSESSMENT METHODS**

The following grid aligns the program outcomes of the Master of Business Administration 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 Business Administration Program			
CORE LEARNING AREA	PROGRAM OUTCOME	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
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.	Analyze the link between ethics and organizational effectiveness. (AMBA 601)	Other: Individual Assignment
TECH	Evaluate the effective use of technology in an organization to achieve superior organizational and operational performance.	Assess the uses of information technology in support of managerial decision making in an organization. (AMBA 604)	Other: Individual Case Analysis
INFO	Apply proven management theories and practices to resolve a wide range of organizational issues after researching relevant and appropriate information resources.	Demonstrate your information literacy skills by identifying and properly integrating ideas gleaned from research of scholarly work on your selected topics. (AMBA 602)  Integrate and apply key seminar concepts effectively to a specific organization and position. (AMBA 602)	Research Paper
QUAN	Develop comprehensive solutions to business problems by synthesizing and evaluating information using qualitative and quantitative analytical reasoning.	Evaluate an organization's performance using selected economic models. (AMBA 605)	Other: Team Assignment
THIN	Analyze business strategies for a multinational enterprise to maintain its global competitiveness in terms of economies of scale and scope.	Apply corporate governance issues from the perspectives of shareholders, managers, regulatory bodies, and other stakeholders. (AMBA 607)	Other: Individual Assignment