



University of Maryland University College

**Master of Science in Management (MSM)
Management, Accounting, and Finance Department**

PROGRAM ASSESSMENT PLAN
Program Outcomes and Learning Assessment Criteria

Summer 2007

Master of Science in Management Program

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Master of Science in Management Program

PROGRAM OVERVIEW

The Master of Science in Management Program is designed for professionals who, as in increasing responsibility within organizations, find that the basis for success has shifted from technological expertise to the knowledge and skills necessary to manage human resources. Important topics covered in the required core courses include methods and conduct of organizational assessments, organization-environment relationship, strategic planning, organizational communication, budgeting and resource allocation, leadership, and organizational decision-making. Throughout the curriculum, major emphasis is placed on the effects of rapid technological change on organizations and administrative processes and the consequent ethical and moral responsibilities of managers to society at large.

The Master of Science in Management Program requires is 36 credits divided into two segments. One segment is comprised of five required core courses. The second segment is comprised of 10 area specializations referred to as “tracks.” Each track has seven courses all of which are required for specialization in a specific management area. In each segment of the Master of Science in Management Program, theory and concepts are presented so students may develop evaluation management skills. In each course, faculty combine theoretical concepts with the practical application of useable skills. All MSM students must complete Master of Science in Management Program with the MSM capstone course

The Master of Science in Management Program has the following areas of specialization: Accounting, Energy Resources Management and Policy, Financial Management, Health Care Management, Human Resource Management, Interdisciplinary Studies in Management, Marketing, Nonprofit Management, Procurement and Contract Management, Project Management, and Public Relations.

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PROGRAM OF STUDY

CORE COURSES

UCSP 611	Introduction to Graduate Library Research Skills	0 credit hours
MNGT 610	The Manager in a Technological Society	3 credit hours
MGMT 615	Intercultural Communication and Leadership	3 credit hours
MGMT630	Organizational Theory and Behavior (in lieu of MGMT610 and MGMT615)	6 credit hours
MGMT640	Financial Decision Making for Managers	3 credit hours
MGMT645	Legal Aspects of Management	3 credit hours
MGMT650	Research Methods for Managers	3 credit hours
MGMT670	Strategic Management Capstone	3 credit hours

TRACK OPTIONS

Students must complete 21 credit hours of specialization coursework within one of the tracks within the Master of Science in Management Program. Each track option has designated coursework required for the specialization. Available tracks within the Master of Science in Management Program are:

Accounting Track
Financial Management Track
Health Care Administration Track
Homeland Security Management Track
Human Resource Management Track
Information System and Services Track
Interdisciplinary Studies in Management Track
Marketing Track
Nonprofit & Association Management Track
Project Management Track
Procurement and Contract Management Track
Public Relations Track
Graduate Military Programs/Track

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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 Science in Management Program.

SOURCES/RESOURCES PROVIDING CURRICULAR FOUNDATION FOR PROGRAM OUTCOMES Master of Science in 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
Various associations and discipline-related entities provide professional standards, curricular guidelines, benchmarks, and core concepts and skills associated with the specialty tracks	<ul style="list-style-type: none"> • Accounting Track – <i>American Institute of Certified Public Accountants</i> • Financial Management Track – <i>Financial Executive Institute</i> • Health Care Administration Track – <i>The Accrediting Commission on Education for Health Services Administration, The American Public Health Association, and The Joint Commission on Accreditation of Healthcare Organizations</i> • Homeland Security Track – <i>President's Critical Infrastructure Protection Plan</i> • Human Resource Management Track – <i>Society for Human Resource Management, Organizational Development Network, American Society for Training and Development, International Association for Human Resource Information Management, and the Employment Management Association</i> • Marketing Track – <i>American Marketing Association</i> • Not-For Profit & Association Management Track – <i>Curricular Guidelines for Graduate Study in Philanthropy, the Nonprofit Sector and Nonprofit Leadership by the Nonprofit Academic Centers Council, and the American Society of Association Executives</i> • Procurement and Contract Management Track – <i>The Institute for Supply Chain Management and the National Association of Contract Management</i> 	

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SOURCES/RESOURCES PROVIDING CURRICULAR FOUNDATION FOR PROGRAM OUTCOMES Master of Science in Management Program		
SOURCE	DESCRIPTION	WEB ADDRESS OR DOCUMENT NAME (if applicable)
	<ul style="list-style-type: none"> • Project Management Track – A Registered Educational Provider for and guided by the standards of the <i>Project Management Institute</i> • Graduate Military Tracks – Various influences, including Middle States Association of Schools and Colleges, American Council of Education, National Defense University, and the Commission of Southern Association of Colleges and Schools 	

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PROGRAM OUTCOMES

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

PROGRAM OUTCOMES Master of Science in Management Program	
CORE LEARNING AREA	PROGRAM OUTCOME
COMM	Present management leadership concepts and techniques with reference to general management and management specialties clearly, concisely, and professionally through written, oral, and visual means.
TECH	Utilize electronic medium to research management issues, communicate management decisions, and, manage work teams and work flow with reference to general management and management specialties.
INFO	Identify areas in research methods that rely upon information literacy.
QUAN	Apply mathematical, statistical, and numerical reasoning skills to the analysis, and resolutions of situations within the general management and management specialties.
THIN	Assess management problems, information, and solutions through skilled and active interpretation and evaluation of information, argument, observations, and communications.

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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 Science in 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 Science in Management Program			
CORE LEARNING AREA	PROGRAM OUTCOME	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
COMM	Present management leadership concepts and techniques with reference to general management and management specialties clearly, concisely, and professionally through written, oral, and visual means.	Explain the relationship of key course concepts as they relate to effective management of organizations in a Post-Industrial Global Society. (MGMT 610)	Research Paper
TECH	Utilize electronic medium to research management issues, communicate management decisions, and, manage work teams and work flow with reference to general management and management specialties.	Carry out graduate level library research, write graduate level papers, and participate effectively in online discussions and activities. (MGMT 640)	Other: Homework Assignment
INFO	Identify areas in research methods that rely upon information literacy.	Explain how research materials can be utilized in creating solutions to business problems. (MGMT 650)	Other: Literature Search and Verification
QUAN	Apply mathematical, statistical, and numerical reasoning skills to the analysis, and resolutions of situations within the general management and management specialties.	Apply financial and non-financial information to both short-term and long-term management decisions in for-profit, nonprofit, and government organizations. (MGMT640)	Other: Homework Problem
THIN	Assess management problems, information, and solutions through skilled and active interpretation and evaluation of information, argument, observations, and communications.	Analyze the research on leadership and critically apply this research in both a domestic and a global context. (MGMT615)	Case Study