



University of Maryland University College

**Baccalaureate Degree Program in Management Studies
Department of Business and Professional Programs**

PROGRAM ASSESSMENT PLAN
Program Outcomes and Learning Assessment Criteria

Summer 2007

Baccalaureate Degree Program in Management Studies

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PROGRAM OVERVIEW

The Management Studies major is based on the premise that many for-profit, nonprofit, and governmental organizations require knowledge of management principles best gained from a holistic approach to decision making. Using a multidisciplinary approach to management and problem solving, the Management Studies major prepares students for a variety of management-related careers. The curriculum includes a foundation in business, accounting, economics, statistics, communications, and management theory and focuses on analysis and decision making across a wide spectrum of management activities.

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PROGRAM OF STUDY

The program of study for the Baccalaureate Degree Program in Management Studies is as follows:

GENERAL EDUCATION REQUIREMENTS

Communication	12 credit hours
Arts and Humanities	6 credit hours
Behavioral and Social Sciences	6 credit hours
Biological and Physical Sciences	7 credit hours
Mathematics	3 credit hours
Interdisciplinary or Emerging Issues	7 credit hours

CROSS-CURRICULAR PERSPECTIVE REQUIREMENTS

Historical Perspective	3 credit hours
International Perspective	3 credit hours
Civic Responsibility Perspective	3 credit hours

REQUIRED COURSES

BMGT 364	Management and Organization Theory	3 credit hours
COMM 394/394X	Business Writing	3 credit hours
HRMN 302	Organizational Communication	3 credit hours
MRKT 310	Marketing Principles and Organization or any ACCT, BMGT, ENMT, FSCN, HRMN, MGST or MRKT course as a supplemental major course	3 credit hours
BMGT 380	Business Law or other supplemental major course	3 credit hours

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PROGRAM OF STUDY (continued)

HRMN 300	Human Resource Management or other supplemental major course	3 credit hours
BMGT 392	Global Business Management or any course to fulfill requirement for supplemental major coursework and the cross-curricular requirement in international perspective	3 credit hours
BMGT 496	Business Ethics or any course to fulfill requirement for supplemental major coursework and the cross-curricular requirement in international perspective	3 credit hours
BMGT 495	Strategic Management or other supplemental major course	3 credit hours

MINOR AND ELECTIVE COURSES 43 credit hours

Minor and/or elective courses are to be taken in the last 60 hours along with required major courses. Refer to the current UMUC School of Undergraduate Studies Catalog for the minor and/or elective course requirements.

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DEVELOPMENT OF PROGRAM OUTCOMES

The table below identifies the curricular influences that support the program outcomes specific to the Baccalaureate Degree Program in Management Studies.

SOURCES/RESOURCES PROVIDING CURRICULAR FOUNDATION FOR PROGRAM OUTCOMES Baccalaureate Degree Program in Management Studies		
SOURCE	DESCRIPTION	WEB ADDRESS OR DOCUMENT NAME (if applicable)
Core Learning Areas of the UMUC School of Undergraduate Studies	<p>All UMUC degree programs are required to imbed identified Core Learning Areas into the program of study. The Core Learning Areas are:</p> <ul style="list-style-type: none"> • Written Communication (COMM) • Technology Fluency (TECH) • Information Literacy (INFO) • Quantitative Literacy (QUAN) • Critical Thinking (THIN) • Scientific Literacy (SCIE) <p>The expanded definition for each Core Learning Area was considered in creating the respective program outcome.</p>	UMUC <u>Institutional Plan for the Assessment of Student Learning</u>
Academy of Management (AOM)	AOM is a professional organization focused on scholarship and the practice of management.	<u>www.aom.pace.edu</u>

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PROGRAM OUTCOMES

The program outcomes specific to the Baccalaureate Degree Program in Management Studies are delineated below. The program outcomes describe the expectations for all graduates of the Baccalaureate Degree Program in Management Studies.

CORE LEARNING AREA	PROGRAM OUTCOMES Baccalaureate Program in Management Studies
COMM	Create written communication appropriate for the purpose and which meets standards of style and grammatical correctness.+
	Use written communication skills to express ideas effectively in a variety of formats including but not limited to problem summaries, case briefs and analyses, reports, critiques, and research related to management studies.*
TECH	Evaluate technological concepts related to computers and components of information systems.+
	Apply effective use of technology skills to access a broad range of online resources to research, monitor and analyze relevant environmental variables to maximize managerial decision-making from the perspective of the organization.*
INFO	Address recognized research needs by retrieving, evaluating, and using information appropriately.+
	Utilize appropriate online and related electronic technology skills to access, analyze, synthesize, and apply information to facilitate relevant research in the management studies area.*
QUAN	Apply mathematical and numerical reasoning skills.+
	Apply quantitative methods, including statistical and numerical skills, to analyze relevant data and evaluate strategic solutions to enhance managerial decision-making.*
THIN	Develop effective business strategies and managerial decision-making based on analytic reasoning and credible evidence incorporating high ethical and legal standards in a culturally diverse and globalized environment.*
SCIE	Identify key concepts and principles of natural sciences.+
	Incorporate the scientific approach to problem-solving and decision-making in the management studies area.*

+ Denotes a program outcome specific to core skills, knowledge, and values gained from completion of the general education requirements. This program outcome is common across all UMUC baccalaureate degree programs.

* Denotes a program outcome specific to core skills, knowledge, and values gained from completion of requirements in the baccalaureate degree program. This program outcome is unique to each UMUC baccalaureate degree program.

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ALIGNMENT OF PROGRAM OUTCOMES WITH LEARNING OBJECTIVES AND ASSESSMENT METHODS

Reporting of student learning within the Baccalaureate Degree Program in Management Studies program will be based on the alignment of program outcomes to a course specific learning objective and assessment method as identified in the table below.

CURRICULAR ALIGNMENT Baccalaureate Degree Program in Management Studies			
CORE LEARNING AREA	PROGRAM OUTCOMES	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
COMM	Create written communication appropriate for the purpose and which meets standards of style and grammatical correctness.+	Plan and write a research-based essay that makes effective use of resources found in databases available from UMUC's Office of Information and Library Services as well as resources located through Web search engines. (WRTG 101)	Research Paper
		Research, compile, and document relevant, credible information and use it to support ideas presented in your writing. (WRTG 393)	Research Paper
		Collect, select, analyze, interpret, and organize data, and use it appropriately in business communications, including a long formal report. (WRTG 394)	Research Paper
		Conduct a systematic audience analysis and apply it to a report, essay, or research paper. (WRTG 391)	Research Paper
	Use written communication skills to express ideas effectively in a variety of formats including but not limited to problem summaries, case briefs and analyses, reports, critiques, and research related to management studies.*	Written analysis of a significant problem or issue facing a company in its global business operations. (BMGT 364)	Research Paper

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CURRICULAR ALIGNMENT			
Baccalaureate Degree Program in Management Studies			
CORE LEARNING AREA	PROGRAM OUTCOMES	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
TECH	Evaluate technological concepts related to computers and components of information systems.+	Analyze issues faced by information system professionals, including security, ethical, and privacy problems. (IFSM 201)	Exam (Course/Chapter)
	Apply effective use of technology skills to access a broad range of online resources to research, monitor and analyze relevant environmental variables to maximize managerial decision-making from the perspective of the organization.*	Employ technological skills to conduct undergraduate-level library research and use software programs to present information that has been gathered. (BMGT 495)	Research Paper
INFO	Utilize libraries and other information sources to locate, evaluate, and use information effectively.+	Select relevant print and electronic sources to answer research questions. (LIBS 150)	Exam (Course/Chapter)
	Utilize appropriate online and related electronic technology skills to access, analyze, synthesize, and apply information to facilitate relevant research in the management studies area.*	Research a business administration topic employing ethical research strategies which include gathering data from appropriate business administration research sources and correctly documenting research based on field-appropriate documentation standards. (BMGT 495)	Research Paper
QUAN	Apply mathematical and numerical reasoning skills.+	Solve linear, quadratic, higher-order polynomial, fractional, radical, exponential, logarithmic, and absolute value equations and inequalities. (MATH 107)	Exam (Course/Chapter)
		Develop problem solving skills. (MATH 105 or MATH 106)	Exam (Course/Chapter)
	Apply quantitative methods, including statistical and numerical skills, to analyze relevant data and evaluate strategic solutions to enhance managerial decision-making.*	Apply and integrate quantitative methods to assess relevant variables in a host country's environment to determine the investment feasibility of a prospective global enterprise. (STAT 230)	Other: Class Project

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CURRICULAR ALIGNMENT			
Baccalaureate Degree Program in Management Studies			
CORE LEARNING AREA	PROGRAM OUTCOMES	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
THIN	Develop effective business strategies and managerial decision-making based on analytic reasoning and credible evidence incorporating high ethical and legal standards in a culturally diverse and globalized environment.*	Analyze alternative corporate strategies from ethical and legal perspectives encompassing issues in the functional and corporate governance areas of business. (BMGT 495)	Research Paper
SCIE	Identify key concepts and principles of natural sciences.+	Recognize the differences and the interrelationships among physics, chemistry, the earth sciences, and astronomy. (NSCI 100)	Exam (Course/Chapter)
	Incorporate the scientific approach to problem-solving and decision-making in the management studies area.*	Explain the significance of DNA in determining the composition, characteristics, reproduction, and behavior of an organism. (BIOL 101)	Exam (Course/Chapter)
		Conduct research in general Management Studies employing the scientific process. (BMGT 364)	Research Paper

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