

Master of Business Administration

Integrated Program Matrix

S = Some Coverage = Less than one 50 minute class

M = Moderate Coverage = One to Two 50 minute classes

P = Primary = 3 or more 50 minute classes

University Student Learning Outcomes (Graduates will:)	College Core Competencies (Graduates will:)	AACSB Basic Skills: Prior Experience and Education or as part of MBA	AACSB Perspectives	AACSB Core Areas,	Foundation Course ISM 6021: Management Information Systems	Foundation Course ACG 6025 Accounting Fundamentals for Managers	Foundation Course FIN 5405: Foundations of Business Finance	Foundation Course MAN 6055: Contemporary Management Concepts	Foundation Course MAR 6805: Marketing Management	Foundation Course ECO 5005: Foundations of Economics	Foundation Course QMB 6305: Statistical Methods for Management	Foundation Course QMB 6603: Quantitative Methods in Business	Core Course MAN 6266: The Challenge of leadership	Core Course MAN 6607: Global Organizational Issues	Core Course MAN 6501: Operations Management	Cap Stone GEB 6895: Business Strategy	Use of Assessment Results for Continuous Improvement
1.1- Demonstrate excellence in critical thinking, problem-solving, analysis and strategic planning.					1.1 M (ISM 6021)	1.1 P (ACG 6025)	1.1 P (FIN 5405)	1.1 P (MAN 6055)	1.1 P (MAR 6805)	1.1 P (ECO 5005)	1.1 P (QMB 6305)	1.1 P (QMB 6603)	1.1 P (6266)	1.1 M (6607)	1.1 P (MAN 6501)	1.1 P (6895)	
1.2- Demonstrate effective use of a variety of communication skills and modalities.					1.2 M (ISM 6021)	1.2 M (ACG 6025)	1.2 M (FIN 5405)	1.2 M (MAN 6055)	1.2 P (MAR 6805)	1.2 P (ECO 5005)	1.2	1.2 P (QMB 6603)	1.2 P (6266)	1.2 M (6607)	1.2 S (MAN 6501)	1.2 P (6895)	
1.3 - Exhibit professional and technical expertise consistent with discipline and/or content area specific accrediting or licensing bodies.					1.3	1.3 M (ACG 6025)	1.3 P (FIN 5405)	1.3 P (MAN 6055)	1.3 P (MAR 6805)	1.3 P (ECO 5005)	1.3 P (QMB 6305)	1.3 P (QMB 6603)	1.3 S (6266)	1.3 P (6607)	1.3 P (MAN 6501)	1.3 P (6895)	
1.4- Be prepared for leadership roles in professional and occupational areas and in communities in which they live and work.					1.4	1.4 S (ACG 6025)	1.4 P (FIN 5405)	1.4 P (MAN 6055)	1.4	1.4 S (ECO 5005)	1.4	1.4	1.4 P (6266)	1.4 P (6607)	1.4	1.4 M (6895)	
1.5- Demonstrate capacity for continued learning, growth, and scholarly activity in their respective disciplines and fields of study.					1.5	1.5 S (ACG 6025)	1.5 P (FIN 5405)	1.5 P (MAN 6055)	1.5	1.5	1.5	1.5	1.5 M (6266)	1.5 S (6607)	1.5	1.5 M (6895)	

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	2.1 Creative and Analytical Thinking: be able to link data, knowledge and insight to make quality strategic decisions on a timely basis.				2.1 M (ISM 6021)	2.1 P (ACG 6025)	2.1 P (FIN 5405)	2.1 P (MAN 6055)	2.1 P (MAR 6805)	2.1 P (ECO 5005)	2.1 P (QMB 6305)	2.1 P (QMB 6603)	2.1 P (6266)	2.1 M (6607)	2.1 P (MAN 6501)	2.1 P (6895)	Thirty-seven students in the MBA MAN 6305 class were assessed on their analytical thinking skills using a rubric that assessed students on five key dimensions: problem identification, causes of problem, alternative solutions, best alternative, and implementation plan. The overall assessment shows a composite score of 16.62 out of a maximum score of twenty points. This score represents achievement in the acceptable range of 14 – 17 points and is deemed by faculty to represent successful performance. Six students in the EMBA MAN 4905 Directed Experiential Study class were evaluated on their ability to demonstrate multi/interdisciplinary knowledge and their ability to successfully apply analytical thinking to solve a business related problem of their own choosing. These students were each rated at the highest level for their use of multi/interdisciplinary knowledge and their ability to successfully apply analytical thinking to solve a business related problem. Given the level of performance of students on these dimensions of Critical & Analytical Thinking skill, no further improvement measures are needed at this time. The program will continue assessment monitoring of this area on an on-going basis and is prepared to initiate plans for

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																	enhancement if overall student performance on any of the rubric dimensions falls below the required level of performance as determine by the faculty.
	2.2 Communication Skills: in their leadership position, be able to give and exchange information within meaningful contexts and with appropriate delivery and inter-personal skills.				2.2 M (ISM 6021)	2.2 M (ACG 6025)	2.2 P (FIN 5405)	2.2 P (MAN 6055)	2.2 P (MAR 6805)	2.2	2.2	2.2 P (QMB 6603)	2.2 P (6266)	2.2 M (6607)	2.2 S (MAN 6501)	2.2 P (6895)	
	2.3 Systems Orientation: understand the inter-related nature of the various functional areas of organizations and the information needs and flows of the				2.3	2.3 M (ACG 6025)	2.3 M (FIN 5405)	2.3 P (MAN 6055)	2.3	2.3 P (ECO 5005)	2.3	2.3	2.3 M (6266)	2.3 S (6607)	2.3 S (MAN 6501)	2.3 P (6895)	

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	organizations. They will also be able to lead and to adapt to changes in the internal and external environments.																
	2.4 Teamwork and Interpersonal Skills: be able to work with others in diverse and cross-functional environments, and to lead as the need arises.				2.4 M (ISM 6021)	2.4 S (ACG 6025)	2.4 M (FIN 5405)	2.4 M (MAN 6055)	2.4 P (MAR 6805)	2.4	2.4	2.4	2.4 P (6266)	2.4 P (6607)	2.4 M (MAN 6501)	2.4 P (6895)	
	2.5 Technological Proficiency: be able to use technology to facilitate life-long learning, to enhance leadership development, and to add value to stakeholders, customers and employers.				2.5 M (ISM 6021)	2.5 S (ACG 6025)	2.5 (FIN 5405)	2.5	2.5	2.5	2.5 P (QMB 6305)	2.5 P (QMB 6603)	2.5 M (6266)	2.5 P (6607)	2.5 S (MAN 6501)	2.5 P (6895)	
	2.6 Diverse Environment of Business: have a broad perspective of the diverse environment of business and of the issues and challenges encountered by profit and not-for-profit entities, entrepreneurial enterprises and business functioning in a global economic environment.				2.6	2.6 M (ACG 6025)	2.6 S (FIN 5405)	2.6 M (MAN 6055)	2.6 P (MAR 6805)	2.6	2.6	2.6	2.6 M (6266)	2.6 P (6607)	2.6	2.6 P (6895)	
		3.1 Quantitative Analysis			3.1	3.1	3.1 P (FIN 5405)	3.1 M (MAN 6055)	3.1 M (MAR 6805)	3.1 P (ECO 5005)	3.1 P (QMB 6305)	3.1 P (QMB 6603)	3.1 S (6266)	3.1	3.1 P (MAN 6501)	3.1 P (6895)	
		3.2 Written and Oral Communication			3.2 M (ISM 6021)	3.2 M (ACG 6025)	3.2	3.2 M (MAN 6055)	3.2 P (MAR 6805)	3.2 M (ECO 5005)	3.2 S (QMB 6305)	3.2 P (QMB 6603)	3.2 P (6266)	3.2 M (6607)	3.2 P (MAN 6501)	3.2 P (6895)	
		3.3 Computer Usage			3.3 S (ISM 6021)	3.3	3.3 P (FIN 5405)	3.3 S (MAN 6055)	3.3 M (MAR 6805)	3.3	3.3 P (QMB 6305)	3.3 P (QMB 6603)	3.3 P (6266)	3.3 S (6607)	3.3 S (MAN 6501)	3.3 M (6895)	
			4.1 Ethical Issues		4.1 M (ISM 6021)	4.1 M (ACG 6025)	4.1	4.1 P (MAN 6055)	4.1 M (MAR 6805)	4.1 S (ECO 5005)	4.1 M (QMB 6305)	4.1	4.1 M (6266)	4.1 P (6607)	4.1 S (MAN 6501)	4.1 P (6895)	
			4.2 Legal and Regulatory Issues		4.2	4.2 M (ACG 6025)	4.2 S (FIN 5405)	4.2 P (MAN 6055)	4.2	4.2 M (ECO 5005)	4.2	4.2	4.2 S (6266)	4.2 S (6607)	4.2	4.2 S (6895)	
			4.3 Political and Social Issues		4.3	4.3 M (ACG 6025)	4.3 S (FIN 5405)	4.3 P (MAN 6055)	4.3	4.3 M (ECO 5005)	4.3	4.3	4.3 M (6266)	4.3 M (6607)	4.3	4.3 P (6895)	
			4.4 Demographic		4.4	4.4	4.4	4.4 P (MAN 6055)	4.4 S (MAR 6805)	4.4	4.4	4.4	4.4 M (6266)	4.4 P (6607)	4.4	4.4 S (6895)	

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			Issues														
			4.5 Technological Issues		4.5 P (ISM 6021)	4.5	4.5 S (FIN 5405)	4.5 M (MAN 6055)	4.5	4.5	4.5 P (QMB 6305)	4.5 P (QMB 6603)	4.5 S (6266)	4.5 S (6607)	4.5 P (MAN 6501)	4.5 P (6895)	
			4.6 Global Issues -- Environmental Issues		4.6	4.6	4.6 S (FIN 5405)	4.6 M (MAN 6055)	4.6	4.6	4.6	4.6	4.6 M (6266)	4.6 P (6607)	4.6 M (MAN 6501)	4.6 P (6895)	
				5.1 Creation of Goods and Services	5.1	5.1	5.1	5.1 M (MAN 6055)	5.1 M (MAR 6805)	5.1P (ECO 5005).	5.1	5.1	5.1	5.1 S (6607)	5.1 P (MAN 6501)	5.1 S (6895)	
				5.2 Distribution of Goods and Services	5.2	5.2	5.2	5.2 M (Man 6055)	5.2 P (MAR 6805)	5.2 M (ECO 5005)	5.2	5.2 P (QMB 6603)	5.2	5.2 S (6607)	5.2 M (MAN 6501)	5.2 S (6895)	
				5.3 Financial Reporting	5.3	5.3 P (ACG 6025)	5.3 P (FIN 5405)	5.3 M (MAN 6055)	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3 P (6895)	
				5.4 Financial Analysis	5.4	5.4 P (ACG 6025)	5.4 P (FIN 5405)	5.4 M (MAN 6055)	5.4	5.4	5.4	5.4	5.4	5.4	5.4	5.4 P (6895)	
				5.5 Markets	5.5	5.5	5.5 P (FIN 5405)	5.5 M (MAN 6055)	5.5 S (MAR 6805)	5.5 P (ECO 5005)	5.5	5.5	5.5	5.5 S (6607)	5.5	5.5 P (6895)	
				5.6 Human Behavior in Organizations	5.6	5.6 P (ACG 6025)	5.6	5.6 P (MAN 6055)	5.6 S (MAR 6805)	5.6 P (ECO 5005)	5.6	5.6	5.6 P (6266)	5.6 P (6607)	5.6	5.6 M (6895)	
				5.7 Domestic and Global Organizational Issues	5.7	5.7	5.7 S (FIN 5405)	5.7 P (MAN 6055)	5.7	5.7	5.7	5.7	5.7 S (6266)	5.7 P (6607)	5.7 S (MAN 6501)	5.7 P (6895)	