

MBA Program Goals

Goal 1: Graduates will analyze and synthesize information across key functional business areas and make sound business decisions

Objective 1: Integrated knowledge across business disciplines to define, analyze and solve business problems

Objective 2: Evaluate the internal and external business environment and devise strategies for responding effectively to strengths, threats, weaknesses, and opportunities.

Goal 2: Graduates will apply effective communication skills

Objective 1: Prepare and produce professional business documents.

Objective 2: Prepare and deliver an effective business presentation

Goal 3: Graduates will demonstrate the ability to use technology to analyze complex management problems by applying qualitative and quantitative techniques.

Objective 1: Apply qualitative and quantitative approaches to support effective managerial decision-making.

Objective 2: Use appropriate technologies/tools in gathering and analyzing data that support effective managerial decision-making.

Goal 4: Graduates will recognize the importance of ethical and corporate social responsibility principles in the business environment

Objective 1: Identify ethical dilemmas and apply an ethics model or framework to propose and defend resolutions.

Objective 2: Analyze business decisions within the social corporate responsibility framework.

Goal 5: Graduates will develop frameworks for analyzing both opportunities and risks when operating in the global business environment.

Objective 1: Analyze how specific global and economic factors present both threats and strategic opportunities to businesses.

Objective 2: Develop economically viable solutions to a given business problem or situation in a competitive global environment.

MBA Program Goals and Curriculum Map

Program Learning Outcomes	Core MBA Courses							Responsible Faculty
	MBA 640	MBA 660	MBA 650	MBA 680	MBA 662	MBA 661	MBA 690	
Goal 1: Graduates will analyze and synthesize information across key functional business areas and make sound business decisions		R		M			M	
Goal 2: Graduates will apply effective communication skills				R		M	M	
Goal 3: Graduates will demonstrate the ability to use technology to analyze complex management problems by applying qualitative and quantitative techniques.	R		R			R		
Goal 4: Graduates will recognize the importance of ethical and corporate social responsibility principles in the business environment	R	R				R	M	
Goal 5: Graduates will develop frameworks for analyzing both opportunities and risks when operating in the global business environment.			M	M	R		M	
I =Introduced, R = Reinforced, M = Mastered Peregrine Exam								

Table 2: MBA Assessment Plan

Program Goal	Corresponding SLO	Assessment Measure	Benchmark
<p>Goal 1: Graduates will analyze and synthesize information across key functional business areas and make sound business decisions</p>	<ol style="list-style-type: none"> 1. Integrated knowledge across business disciplines to define, analyze and solve business problems 2. Evaluate the internal and external business environment and devise strategies for responding effectively to strengths, threats, weaknesses, and opportunities. 	<p>Capstone project based on the Market Simulation that requires students to make business decisions in 5 key areas (R&D, Marketing, Production, Finance, and Human Resources.</p> <p>Peregrine MBA comprehensive exam</p>	<p>MCLA MBA students will perform within 10 percent of the national the average on the Market Simulation related to strategy formulation, marketing, production, finance, human resources, and teamwork.</p> <p>80% of students will attain an aggregate score of 60 or above.</p>
<p>Goal 2: Graduates will apply effective communication skills</p>	<ol style="list-style-type: none"> 1. Prepare and produce professional business documents. 2. Prepare and deliver an effective business presentation 	<p>Internally assessed using embedded course assignments where faculty use standard rubrics to evaluate student performance. Use of Peregrine MBA Comprehensive Exam, Business Communications Questions.</p>	<p>80% of students will achieve an average score of at least 3 or above on a 4-point scoring rubric.</p> <p>Target 2: 80% of MBA students will score a minimum of 60% on the Peregrine Exam, Quantitative Business Communications subject.</p>
<p>Goal 3: Graduates will demonstrate the ability to use technology to analyze complex management problems by applying qualitative and quantitative techniques.</p>	<ol style="list-style-type: none"> 1. Apply qualitative and quantitative approaches to support effective managerial decision-making. 2. Use appropriate technologies/tools in gathering and analyzing data that support effective managerial decision-making. 	<p>Internally assessed using embedded course assignments where faculty use standard rubrics to evaluate student performance.</p> <p>Peregrine MBA Comprehensive Exam, Operations/Production Management Questions.</p>	<p>80% of students in MBA 661 will score 85% or higher on their quantitative analyses.</p> <p>Target 2: 80% of MBA students' will score a minimum of 60% on the Peregrine Exam, Quantitative Research Techniques, and Statistics subject.</p>
<p>Goal 4: Graduates will recognize the importance of ethical and corporate social responsibility principles in the business environment</p>	<ol style="list-style-type: none"> 1. Identify ethical dilemmas and apply an ethics model or framework to propose and defend resolutions. 2. Analyze business decisions within the social corporate responsibility framework. 	<p>Individual case study or embedded assignment</p> <p>Use of Peregrine MBA Comprehensive Exam, Global Business Questions.</p>	<p>Target 1: 80% of students will score 85% or higher on the internal assessment.</p> <p>Target 2: 80% of MBA students' will score a minimum of 60% on the Peregrine Exam, Legal Environment of Business subject.</p>
<p>Goal 5: Graduates will develop frameworks for analyzing both opportunities and risks when operating in the global business environment.</p>	<ol style="list-style-type: none"> 1. Analyze how specific global and economic factors present both threats and strategic opportunities to businesses. 2. Develop economically viable solutions to a given business problem or situation in a competitive global environment. 	<p>Specific international/global cases will be identified in the course.</p> <p>Peregrine MBA Comprehensive Exam, Global Business Questions.</p>	<p>Target 1: 80% of students will score 85% or higher on the internal assessment.</p> <p>Target 2: 80% of MBA students will score a minimum of 60% on the Peregrine Exam, Global Dimensions of Business subject.</p>