

MASTER IN BUSINESS ADMINISTRATION: MBA GENERAL

Mission Statement

To prepare working and aspiring professionals with the skills necessary to embrace business opportunities through high-impact educational experiences.

Student Learning Outcomes

Graduate students in the Business Administration/General should become critical thinkers, effective communicators, ethical decision makers, and skilled business analysts. As such they will be able to do the following:

Content

- Integrate advanced theories across business disciplines

Critical Thinking

- Synthesize complex information to make business decisions

Communication

- Develop professional written presentations on advanced business topics
- Produce professional oral presentations on advanced business topics

Integrity/Values

- Integrate systemic advanced ethical reasoning with business decisions

Evaluation of Student Learning Outcomes

A variety of assessment procedures are used in the program including observation, individual and group presentations, problems-based examinations, essay-based examinations, objective-based examinations, case analyses, research papers, and professional portfolios.

Professional Position Opportunities for Graduates

Positions for which the Master of Business Administration is a qualification include:

- Sales Manager
- Plant Manager
- Entrepreneur/Small Business Owner
- Purchasing Agent
- Transportation Officer
- Bank Officer
- Financial Analyst
- Project Manager
- Marketing Research Analyst/Manager
- Operations Analyst
- Corporate/Business Segment Planner
- Retail Manager

- Information Officer
- Accounting/Financial Manager
- Business Consultant
- Training Manager
- Public Relations Specialist
- Business Executive (e.g., Executive Vice-President, Assistant/Associate Vice President, President, Chief Executive Officer, Chief Financial Office)

Find out more about UWF's Master of Business Administration at <http://uwf.edu/mba/>

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