

MASTER IN BUSINESS ADMINISTRATION

Mission Statement

To provide a high-quality, student-oriented, graduate business education.

The UWF MBA is designed for the time-constrained working professional, with a comprehensive integrated curriculum geared toward current business practices.

Student Learning Outcomes

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

Critical Thinker

- Analyze key elements of a complex business problem/opportunity and present a defensible recommendation

Effective Communicator

- Create an effective written analytical presentation of a complex business issue
- Create and deliver an effective original oral presentation of the analysis of a complex business issue

Ethical Decision Maker

- Identify an ethical issue embedded in a case study, evaluate alternative courses of action, and defend a selected course of action
- Identify, discuss, and develop conclusions regarding current ethical issues facing an industry and companies within that industry

Effective Project Managers

- Develop personal motivation statements and contracts for effective team participation
- Contribute to effective team performance in resolving a complex business issue
- Plan a research study related to a given industry, collect relevant data, and timely submit a report of findings and recommendations

Skilled Business Analyst

- Develop an in-depth case study of Information Systems/Information Technology in an organization including analysis of strengths, weaknesses, benefits, and strategic alignment
- Complete an in-depth analysis of an industry across functional areas of business including

- an economic analysis of the cost structure and profitability of a selected industry
- a financial analysis of publicly traded firms in a selected industry including ratio and common size analysis
- a comprehensive market analysis
- an operations management analysis

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 Master of Business

Administration Graduates

Positions for which the Master of Business is a qualification or leads to professional include

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| • Sales Manager | • Retail Manager |
| • Plant Manager | • Accounting/Financial Manager |
| • Entrepreneur/Small Business Owner | • Business Consultant |
| • Purchasing Agent | • Training Manager |
| • Transportation Officer | • Public Relations Specialist |
| • Bank Officer | • Business Executive (e.g., |
| • Financial Analyst | Executive Vice-President, |
| • Project Manager | Assistant/Associate Vice President, |
| • Marketing Research Analyst/Manager | President, Chief |
| • Operations Analyst | Executive Officer, Chief Financial |
| • Corporate/Business Segment Planner | Officer, Chief |
| • Information Officer | |

Find Out More about the Masters of Business Administration at UWF: <http://uwf.edu/cob/departments/mba/>