Your MBA Portfolio

The M.B.A. program of study is designed to provide both a general view of business and a specialized focus through the selection of an area of emphasis and the development of a portfolio. The portfolio provides the opportunity to focus in-depth research in an industry selected by the student at the beginning of the program. Changing your industry focus requires the approval of the Director. The portfolio is made up of four research papers, which correspond to four of the MBA Core courses. By selecting an industry and completing each of the four research papers focused on that same industry, students build a portfolio that demonstrates an in-depth understanding across the functional areas of business.

MBA students are expected to possess and apply the written and oral communication skills commensurate with graduate study at the university level. Effective written communication requires effective application of basic writing skills including proper grammar and punctuation, correct spelling and word choice, and appropriate sentence and paragraph structure. Failure to apply the basics of good writing will adversely affect your grade on MBA Portfolio projects.

Academic integrity is a necessary cornerstone of any successful academic community. You must be sure that you understand how to properly cite the information sources that you use to develop your MBA Portfolio papers. The use of someone else’s work without proper citation is plagiarism. Plagiarism can result in expulsion from the program. Expulsion for plagiarism can occur any time up to and including the Director’s final review of your Portfolio. For further clarification of plagiarism, see the UWF library tutorial at: http://uwf.edu/library/research_help/using-sources-ethically/

The Portfolio Courses. The four courses and Portfolio objectives are outlined below.

- **Advanced Managerial Economics (ECP6705)** ~ Conduct an economic analysis of cost structure and profitability for the selected industry
- **Business Analytics (ISM 6137)** ~ Class focuses on development of quantitative and analytical skills required to model, analyze, interpret and solve managerial decision making problems.
- **Financial Management (FIN6406)** ~ Conduct a financial analysis of publicly traded firms in the chosen industry, including ratio and common size analyses
- **Marketing Management (MAR6815)** ~ Conduct a comprehensive market analysis in the selected industry

Review by the Director: During your last semester of attendance, you must compile all **4 original, graded papers and rubrics** into a black 3-ring binder with a plastic label pocket on the spine. In order to graduate and receive your degree, the Director will review your Portfolio to be sure you have met the minimum academic standards of the program. Any unsatisfactory work included in your Portfolio must be rectified before the Director can clear you for graduation. Any research paper with a grade below C is unsatisfactory. The Director may recommend additional courses to offset the deficiency.

Professors are not responsible for keeping your papers. **You must request graded papers from professors at the end of each semester.** If a paper will not be graded before the Portfolio submission deadline, please include an ungraded copy in your binder. **It is your responsibility to submit the graded copy of your paper as soon as it is available.**

Label the binder insert following the example below:

Last Name, First Name
MBA, Semester Year
Portfolio - Name of Industry

All MBA graduates must make an appointment for an exit interview. At least three days prior to the interview, students must submit their completed Portfolio to the MBA office for review. Failure to schedule an interview appointment or to submit the portfolio will delay graduation approval.

**Students who do not follow these guidelines will not be approved for graduation.**

For questions regarding Portfolio submission, please contact the MBA Office, 474-3124

Revised 11/01/16