

## **Master of Business Administration**

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**Scope of Assessment:** AACSB and NCA-HLC

### **Competencies, Measures, and Instruments**

*Note: MBA and EMBA share a common set of competencies, objectives, and instruments. Students in these programs earn the same degree. MBA and EMBA are measured and reported separately, however.*

#### **PRESENTATION AND COMMUNICATION SKILLS**

**Competency:** Graduates of the MBA programs at the Sam M. Walton College of Business will possess strong persuasive communications skills, both individual and as part of a team.

**Learning Objective 1 (Written):** Students will prepare business documents for a professional audience.

**Measure:** MGMT 5313 case study/current event assignment

**How Measured:** WCOB Business Communication Lab Staff

**Instrument:** WCOB Written Communication Rubric

**Learning Objective 2 (Oral):** Students will prepare and present business documents or findings to a professional audience.

**Measure:** MGMT 5373 (global immersion project presentation), SCMT 560V and SCMT 5683 (student presentations on process improvement)

**How Measured:** WCOB Business Communication Lab Staff

**Instrument:** WCOB Oral Communication – Small Group Rubric

#### **CRITICAL THINKING/PROBLEM SOLVING**

**Competency:** Graduates of the MBA programs at the Sam M. Walton College of Business will be able to employ strategic approaches to solve managerial challenges, synthesize information, and recommendations that support achievement of organizational goals and address potential opportunities.

**Learning Objective:** Students will demonstrate critical thinking and strategic problem-solving skills through systematic and objective consideration of business-related problems.

**Measure:** MGMT 5313 case study/current event assignment

**How Measured:** WCOB Business Communication Lab Staff

**Instrument:** WCOB Critical Thinking/Problem Solving Rubric

## **TECHNICAL COMPETENCE/DISCIPLINE KNOWLEDGE**

**Competency:** Graduates of the MBA programs at the Sam M. Walton College of Business will be able to collect, organize, and analyze relevant economic, financial, marketing, legal, and technical information using appropriate tools and strategies.

**Learning Objective:** Students will demonstrate effectively analysis strategies, using appropriate information and tools, to manage a complex business environment.

**Measure:** MKTG 5223, FINN 5223 and SCMT 5663 quiz or exam questions deemed to be critical examples of learning in the core courses

**How Measured:** Course instructors

**Instrument:** Exam/Quiz question results

## **ETHICAL AWARENESS**

**Competency:** Graduates of the MBA programs at the Sam M. Walton College of Business will be able to recognize, evaluate, and address ethical consequences of business decisions.

**Learning Objective:** Students will demonstrate the ability to recognize and explain ethical consequences of business decisions.

**Measure:** MGMT 5313 case study paper

**How Measured:** WCOB Business Communication Lab Staff

**Instrument:** MBA Ethical Awareness Rubric

## **GLOBAL AWARENESS**

**Competency:** Graduates of the MBA programs at the Sam M. Walton College of Business will be knowledgeable of the strategic, resource, market, and institutional interconnectedness of global business environments.

**Learning Objective:** Students will exhibit an awareness of the global business environment and integrate this awareness in business practices and solutions.

**Measure:** MGMT 5373 exam questions deemed to be critical examples of learning

**How Measured:** Course instructors

**Instrument:** Exam/Quiz question results

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