

Operational Plan Master of Business Administration

Section A

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Welcome to the MBA program!

The Master of Business Administration degree is based on the technical skills needed in business administration. This program is designed to equip a student with practical working knowledge and skills to enter and establish a foothold or advance in their workplace. The MBA degree focuses on one area, Business Management. Students of the MBA program study the theory and application of management principles. This study equips students with knowledge that can be applied to a variety of real-world business situations. By conveying practical knowledge and essential skills in such areas as management, accounting, economics, finance, strategy, and marketing, the MBA readies students for the demands of contemporary business leadership in a complex and uncertain business environment

Program Mission Statement

The MBA Program at Greenville University equips its graduate with the knowledge, skills, and competencies necessary to solve real business problems. This is accomplished by preparing students to effectively address issues in the workplace by utilizing analytical tools, critical thinking skills, and integrating their faith throughout their careers to create Lambs that Roar.

Programmatic Faith Integration

Our professors have committed their lives to follow and serve Christ and have answered a calling to help our students do the same. We are passionate about providing you with a valuable education that puts faith at the heart of business. We want to empower future business leaders with the skills and knowledge they need to succeed while teaching and showing students how to be an example of Christ in the world. The Briner School of Business is named for Bob Briner ('56). Bob Briner believed that Christians, especially those in business, were called to be Salt and Light! We carry this belief forward with a curriculum that will challenge students to become the salt and light in every corner of their culture.

Section B

Program/Major Objectives:

At the close of their degree, students will:

1. Apply quantitative and qualitative business tools to address operational challenges.
2. Apply relevant knowledge and research in new and unfamiliar business situations.
3. Communicate effective solutions to the business community using analysis of potential issues.
4. Demonstrate leadership by collaborating with others of diverse backgrounds within the business world.
5. Demonstrate how faith integration informs one's intended vocation.

The MBA Program Fulfillment of the GLOs

Our students fulfill the graduate student learning objectives above through a variety of activities, including traditional learning activities such as quizzes, exams, and presentations and action-based learning activities such as writing and analyzing cases, interviewing business leaders, and doing real world projects with businesses across the country. They think critically to solve problems in their disciplines by developing and implementing action research projects in the workplace. Our students judge and address needs within their field, community, or organizations by compiling and analyzing research to make recommendations, write reports, and inform business decisions in businesses across the country. Our students master communicating effectively within their discipline, and to the public they serve through discussing insights they have learned throughout their program and final project in their final project. Demonstrating ways to serve the common good comes from the experience they gain leading a team to design and

implement an improvement effort in an organization. Students will also spend a considerable amount of time leaning into what it means to be an ethical Christian business leader in today's world by studying fraud, biblical insights and reflecting on how to integrate Christian perspective into accounting, finance, marketing, research, economics, project management, and human resources.

The MBA Program Connections to Greenville University as a Whole

The MBA program at Greenville University is designed to make well-rounded and effective business leaders. Designed for working professionals, the MBA program gives students the flexibility to complete their master's degree at their own pace from anywhere they can access a computer. It enables the students to fulfill the mission of Greenville University by empowering and inspiring students to become the next generation of servant leaders that are filled with grit and joy. How do we do that? Well, we believe that stewardship, or the managing of and caring for God's resources is central to the mission of the Greenville University. The MBA program uses diverse curriculum to continue to holistically develop students into the servant leaders and stewards that are needed in the business world today. We use the critical thinking, research, analysis, and communication skills to produce graduates that can effectively apply business concepts to real world business contexts, use management theory to address daily operational challenges, integrate faith-based principles into business leadership, and approach challenges from a Christian perspective. This culminates in the students' final course: Signature Learning Experience where they take what they have learned and apply it to an action change project in their organizations.

Section C

Program Learning Objectives	CORE Courses						MBA Courses						
	BUSN 501	BUSN 510	BUSN 520	BUSN 525	BUSN 530	BUSN 551	ACCT 560	BUSN 540	BUSN 565	ECON 522	FINA 520	MRKT 512	BUSN 582
1	I	I			D	D	D	M	M	M	M	M	M
2	I	I		D	D		D	M	M				M
3			I	D		D			M	M			M
4		I	I		D	D	D	M				M	M
5	I	I	I	D	D	D		M	M	M	M	M	M
Key: I = Introduced D = Developed M = Mastered													

Section D

GLOs	Program Objective	Level of Mastery (IDM)	Term	Course number	Learning Activity	Benchmark	Assessment method
Year One							
1	1	I	Varies	BUSN 501	Week 3 Assignment	>=80%	Rubric
		D	Varies	BUSN 530	Negotiation Assignment Week 8; Interactive Exercises in Week 2,3,4,5,6, & 7	>=80%	Rubric
		M	Varies	BUSN 582	Final Project: Analytic/Critical Thinking Skills	>=80%	Rubric
2	2	I	Varies	BUSN 510	Final Paper	>=80%	Rubric
		D	Varies	ACCT 560	Fraud Analysis	>=80%	Rubric
		M	Varies	BUSN 582	Final Project: Ch. 1 & Ch. 2	>=80%	Rubric
Year Two							
3, 4	3	I	Varies	BUSN 520	Week 3 Paper 2	>=80%	Rubric
		D	Varies	BUSN 525	Final Paper	>=80%	Rubric
		M	Varies	BUSN 582	Final Project: Oral Communication; Final Project: Written Communication; Final Project: Teamwork & Leadership	>=80%	Rubric
	4	I	Varies	BUSN 520	Final Paper	>=80%	Rubric
		D	Varies	BUSN 551	Final Paper	>=80%	Rubric
		M	Varies	BUSN 582	Final Project: Oral Communication; Final Project: Written Communication; Final Project: Teamwork & Leadership	>=80%	Rubric
Year Three							
5, 6	5	I	Varies	BUSN 501	Final Paper	>=80%	Rubric

		D	Varies	BUSN 525	Week 2 Assignment	>=80%	Rubric
		M	Varies	BUSN 582	Final Project: Ch. 3	>=80%	Rubric

Formative Learning Experiences

The Briner School of Business is passionate about providing a valuable education. We equip and empower future business leaders with skills, knowledge, and experience so culture feels the difference. The Briner School of Business prioritizes applied and experiential learning. Our experience-based curriculum is designed to expose students to the real world of business. Our courses develop a student's entrepreneurial spirit, provide connections to current business leaders, and prepare them for their Signature Learning Experience course. In addition to the summative and formative assessment in the learning objective alignment chart, the MBA students in the Briner School of Business participate in a variety of experiential learning. Students participate in discussions, self-assessment, interviews, real world projects with businesses, peer assessment, and group learning activities.

Description of Assessment Process

At the conclusion of fall semester, a brief report will be prepared to keep track of summer and fall results. At the end of spring semester, a comprehensive academic year report will be submitted that summarizes the overall analysis of program objective achievement for that year, program quality, change determinations, and the schedule for when improvements will be made. In the first year, MBA program objectives one and two will be assessed as well as the BUSN 582 course which is assessed each year for IACBE. In year two, MBA program objectives three and four will be assessed as well as BUSN 582. In year three, MBA program objective

five will be assessed as well as BUSN 582. Changes will be expected to be made by the next course offering and analyzed in that course's subsequent assessment period.

Assessment Timetable

While faculty and instructors, can make adjustments to their courses at any time, a majority of assessment takes place at the end of each semester. Required Faculty Course Assessment reports are completed by each faculty member and sent to the director of the program. That information is discussed in a meeting with the Briner School of Business Faculty, Dean, and Academic Director to discover what changes need to be made for the next offering of the course. At times, the Briner School of Business will receive feedback from alumni about aspects they wish had been different about the curriculum. That information is discussed at meetings and implemented as necessary.