

Operational Plan Master of Science in Management

Section A

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Welcome to the MSM program!

The MSM is designed to help students identify and develop the skills necessary to manage contemporary organizations. The Master of Science in Management degree addresses professional skills such as critical thinking, collaboration, team building, human relations, and leadership that many employers indicate are important for professional success and advancement while also reinforcing business fundamentals. Students in this program focus on the human side of an organization. The MSM program is designed to support the development of managers to ensure an organization's staff is organized, trained, guided, and motivated in such a way as to reach their greatest potential. The goal of the Master of Science in Management Program is to align the synthesis of technology, online methodology, critical thinking, and practical application to develop well-rounded managers with a clear perspective of how to strategically position and lead an organization.

Program Mission Statement

The MSM program educates and empowers students to become effective leaders in the workplace while teaching them the tools they need to empower, guide, and motivate an organization's staff. This is accomplished by aligning technology, online methodology, and practical application all through the lens of faith integration to create managers who are Lambs that Roar.

Programmatic Faith Integration

Our professors have committed their lives to following and serving 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 relevant knowledge and research in organizational situations to communicate workable solutions
2. Implement problem solving skills to determine effective solutions to management issues
3. Demonstrate the ability to work collaboratively with others of diverse backgrounds
4. Demonstrate how faith integration informs one's intended vocation.
5. Apply leadership tools responsibly in difficult situations

The MSM 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 business across the country. MSM students lead a team through an action project that they design! This is their final capstone project that ties their education together from top to bottom. Our students fulfill many of the graduate student learning objectives through this project. They judge and address needs within the field, community, and organizations. They think critically to solve problems that are in their discipline, demonstrate ways to serve the common good, and must communicate effectively to accomplish these projects effectively. 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 MSM Program Connections to Greenville University as a Whole

The MSM program focuses on the human side of an organization, preparing students with the team building, collaboration and other professional skills needed to excel in business management. Students learn from expert faculty with real-world business management experience and work closely with practicing managers and organizational leaders. They also take part in a capstone action research project that gives them the chance to directly apply their management training in the workplace and effect change within their organization. They develop Christian values-based leadership skills which is at the cornerstone of the mission Greenville University.

The Master of Science in Management program is designed to develop well-rounded business managers who can strategically position and lead an organization.

Section C

Program Learning Objectives	CORE Courses						MSM Courses				
	BUSN 501	BUSN 510	BUSN 520	BUSN 525	BUSN 530	BUSN 551	BUSN 515	BUSN 523	BUSN 545	FINA 508	BUSN 583
1	I	I		D	D	D		M	M	M	M
2	I				D	D		M	M	M	M
3		I	I	D	D	D	M				M
4	I	I	I	D	D	D	M	M	M	M	M
5		I	I			D	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							
2	1	I	Varies	BUSN 510	Final Paper	>=80%	Rubric
		D	Varies	FINA 508	Final Paper	>=80%	Rubric
		M	Varies	BUSN 583	Final Project Ch. 1, Final Project Ch. 2, Final Project: Oral Communication, Final Project: Written Communication	>=80%	Rubric
1	2	I	Varies	BUSN 501	Week 1 Assignment	>=80%	Rubric
		D	Varies	BUSN 545	Change Project Paper	>=80%	Rubric
		M	Varies	BUSN 583	Final Project: Analytical/Critical Thinking Skills	>=80%	Rubric
Year Two							
3, 4	3	I	Varies	BUSN 525	Final Paper	>=80%	Rubric
		D	Varies	BUSN 515	Final Paper	>=80%	Rubric
		M	Varies	BUSN 583	Final Project: Teamwork & Leadership	>=80%	Rubric
5	4	I	Varies	BUSN 501	Final Paper	>=80%	Rubric
		D	Varies	BUSN 523	Final Paper	>=80%	Rubric
		M	Varies	BUSN 583	Final Project: Ch. 3	>=80%	Rubric
Year Three							
6	5	I	Varies	BUSN 520	Final Paper	>=80%	Rubric
		D	Varies	BUSN 551	Final Paper	>=80%	Rubric
		M	Varies	BUSN 583	Final Project: Teamwork & Leadership	>=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 Capstone Experience course. In addition to the summative and formative assessment in the learning objective alignment chart, the MSM 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, MSM program objectives one and two will be assessed as well as the Capstone Course BUSN 583 course which is assessed each year for IACBE. In year two, MSM program objectives three and four will be assessed as well as BUSN 58. In year three, MSM program objective five will be assessed as well as BUSN 583. 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, most assessment takes place at the end of each semester. 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.