Assessing Integrative Learning in the College of Business Administration

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Assessing Integrative Learning in the College of Business Administration

MNGT475 Business Policy and Strategy
Jifeng Yu, Assistant Professor

THE COURSE
Formulation and application of business policies and strategies; analysis of cases using knowledge acquired in basic courses in accounting, economics, finance, human resources, information systems, marketing, and operations. The “C” complexity of business problems and the interrelationship of business functions.

THE OUTCOMES
Generate a creative or scholarly product that requires broad knowledge, appropriate technical proficiency, information collection, synthesis, interpretation, presentation, and reflection.

THE QUESTIONS
• To what extent do students demonstrate their abilities to analyze situations facing economic organizations and isolate important sources of competitive advantage and disadvantage?
• To what extent do students demonstrate their abilities to apply analytical techniques from the fields of accounting, economics, finance, management science, marketing, organization theory, organization behavior and related disciplines?
• To what extent do students demonstrate their abilities to communicate analytical conclusions persuasively, both verbally and in writing?

METHOD OF ANALYSIS
The written case project consists of strategic analysis of a public or private sector organization four parts:
• examining the organization’s mission, goals and objectives and current strategies
• describing and analyzing the organization’s current and anticipated external trends, issues, industry forces, opportunities and threats, and identifying internal resources, distinctive competencies, competitive advantages, strengths and weaknesses, and critical success factors
• analyzing, proposing, and explaining potential options/alternatives for the organization by synthesizing and applying theories from the business core coursework in management, marketing, economics, finance and accounting
• developing and explaining a detailed implementation plan for the organization, including a schedule of recommended actions, and a contingency plan for the organization

GRADING RUBRIC

FINDINGS
Students exhibit the abilities to
• integrate the subject matter from the business core courses to examine organizational challenges in dynamic environments.
• understand key business practices and theories.
• evaluate an organization’s strategic decisions and assess their impact on the organization

IMPROVING LEARNING
Given the student performance on learning objective 8 (average=1.85, out of 3), it is advisable that faculty teaching topics related to accounting and financial analysis provide additional focus on reinforcing and enhancing content tailored to address this learning objective.