

Department of Management

Statement of Vision, Mission, and Student Learning Goal/Objectives

Vision

The College of Business serves as a catalyst to advance education and economic development in the state of Arkansas.

BBA in Management

Mission

The mission of the Management Department is to develop the necessary conceptual skills and practical problem-solving techniques required to manage organizations in a global environment more efficiently and effectively. Students are educated in management fundamentals and methods applicable to better decision making. An emphasis is placed on developing communication skills and on understanding the importance of ethical behavior.

Student Learning Goals/Objectives

Goal 1 Students will demonstrate competence in business knowledge.

- Students will demonstrate competence in each of the functional areas of business (accounting, economics, finance, management, operations and information systems).
- Students will demonstrate knowledge of the issues involved in conducting business in a diverse, global environment.

Goal 2 Students will be effective communicators.

- Students will demonstrate effective written communication skills.
- Students will demonstrate effective oral communication skills

Goal 3 Students will have an ethical perspective, understanding the importance of behaving ethically in their professional lives.

- Students will identify an ethical dilemma and identify impact on identified stakeholders.
- Students will analyze alternative actions and consequences of behavior based on an identified Ethical Rule or Model.

Goal 4 Students will use analytical techniques and tools to analyze data for decision-making.

- Students will demonstrate knowledge to use logic-based tools to retrieve information for decision-making.
- Students will demonstrate ability to retrieve data and address business issues using an analytics tool.

Goal 5 Students will be skilled in solving real world and/or simulated business problems.

- Students will effectively use management techniques and processes in an applied organizational situation.
- Students will effectively use advanced management techniques and processes when dealing with an organizational issue.

Graduate Certificate in Human Resources/Organizational Psychology

Goal 1 Students will be able to apply laws that regulate the employment relationship.

Goal 2 Students will be able to apply the principles of human resources management.

Graduate Certificate in Management

Goal 1 Students will be able to apply relevant managerial models and theories/approaches in situational analysis.

Goal 2 Students will be able to apply the principles of human resources management.

Goal 3 Students will be able to apply the concepts underlying effective interpersonal relations in group and team settings.