University of West Florida

Academic Learning Plan

MASTER'S OF SCIENCE IN ADMINISTRATION
Database Administration Specialization

Mission Statement

The Departments participating in the MSA program ensure that graduates, in their full diversity, achieve mastery of the skill sets that will enable them not only to perform the professional work tasks in their respective fields competently but also to assume roles as strategic team members who can apply innovative planning and problem solving to further the goals of their organizations.

Student Learning Outcomes

Students with a MSA in Database Administration should be able to do the following:

Content

- Successfully design, implement, and administer databases.
- Apply concepts of client/server database technologies.
- Apply database skills to specific problem domains (e.g. organizational databases, medical field, etc.).
- Identify and describe tools to work with very large databases.
- Integrate successful fundamental business principles as part of an interdisciplinary solution set to address organizational issues in government and non-profit organizations.
- Identify evaluation strategies for use in administrative settings.

Critical Thinking

- Employ a variety of database tools and techniques to analyze and reengineer database systems in organizations.
- Evaluate and use tools to work with very large databases.
- Apply fundamentals of economics, financial management, marketing management, organizational behavior, e Business systems and general management to enrich the administrative decision processes in governmental and non-profit settings.
- Analyze situations for evaluation, design, questions, and strategies.

Communication

- Produce effective and professional technical written communications.

- Communicate pertinent issues of databases through a variety of media, both oral and written, and use appropriate technologies to produce communication.
- Communicate with colleagues and constituents using current business and management terminology.
- Communicate results, policy, and procedures with colleagues and constituents.

Integrity/Ethics/Characteristics

- Describe professional, legal, and ethical issues and principles in the conceptualization, creation, and maintenance of database systems.
- Explain and analyze the issues relating to management ethics and social responsibility.
- Describe and assess the processes of individual and group decision making, illustrating when each should be used in the context of Organization Learning.
- Apply ethical standards to evaluation processes and procedures.

Project Management

- Conceive, plan, and implement a significant database.
- Collaborate with team members and defend outcomes at the end of the project timeline.
- Diagnose the effectiveness of a work team and prescribe ways for increasing group effectiveness within the context of Organization Learning.
- Structure evaluation processes for efficient and effective project completion.

Assessment of Student Learning Outcomes

Students demonstrate knowledge, skills, and abilities throughout their academic preparation, culminating in a variety of capstone experiences where they synthesize program learning outcomes to showcase their experiences and knowledge. Students plan capstone experiences with advice, support and direction from their academic advisor. Each specialization includes a capstone experience that might include a showcase, research project, policy review, field experience, internship, or other like experience.

Job Prospects for MSA in Database Administration Graduates

Database Administrator
Database Manager
Database Developer
Applications Developer
Applications Administrator
Project Manager
Data Communications Analyst
Research Analyst

Find out more about MSA in Database Administration at UWF:
http://uwf.edu/msaprogram/msa-db.cfm