

Your MBA Portfolio

For those students entering the MBA Program after summer term of 1997, the program of study leading to the MBA degree consists of ten three-semester-hour courses. As you know, five of the courses require significant research papers or projects. By completing each of the five projects *in the same industry*, students build a portfolio that demonstrates an in-depth understanding of an industry across the functional areas of business. (Changing your industry focus requires the approval of the Director.) In order to receive your degree, you must present your completed MBA Portfolio to the MBA Director. The Director will review your Portfolio to be sure you have met the minimum academic standards of the program. Any unsatisfactory work included in your Portfolio must be rectified before the Director can clear you for graduation. Any project with a grade below C is unsatisfactory. The Director may recommend additional courses to offset the deficiency.

MBA students are expected to possess and apply the written and oral communication skills commensurate with graduate study at the university level. Effective written communication requires effective application of basic writing skills including proper grammar and punctuation, correct spelling and word choice, and appropriate sentence and paragraph structure. Failure to apply the basics of good writing will adversely affect your grade on MBA Portfolio projects.

Academic integrity is a necessary cornerstone of any successful academic community. You must be sure that you understand how to properly cite the information sources that you use to develop your MBA Portfolio papers. The use of someone else's work without proper citation is **plagiarism**. **Plagiarism can result in expulsion from the program**. Expulsion for plagiarism can occur any time up to and including the Director's final review of your Portfolio. You are advised to review the College of Business pamphlet on plagiarism entitled Student Integrity: A Guide to Avoiding Plagiarism.

The Portfolio Courses The five courses and Portfolio objectives are outlined below.

- ▶ **Advanced Managerial Economics (ECP6705)** ~ Conduct an economic analysis of cost structure and profitability for the selected industry
- ▶ **Management Information Systems and Technology (ISM6026)** ~ Validate an understanding of the management concepts and issues involved in planning and managing IS/IT in the modern organization by developing a strategic plan for IS/IT in an organization, or by developing an in-depth case study of IS/IT in an organization and analyzing its strengths, weaknesses, benefits, and strategic alignment.
- ▶ **Financial Management (FIN6406)** ~ Conduct a financial analysis of publicly traded firms in the chosen industry, including ratio and common size analyses
- ▶ **Operations Management Problems (MAN6511)** ~ Demonstrate an understanding of the importance of the operations management functions, as well as the availability and application of electronic/digital/computer aids, to the operation of an organization in the selected industry
- ▶ **Marketing Management (MAR6815)** ~ Conduct a comprehensive market analysis in the selected industry

Review by the Director During your last semester of attendance, you must compile all **5 original, graded papers** into a black 3-ring binder with a plastic label pocket on the spine. Professors are not responsible for keeping your papers. **You must pick up graded papers from professors at the end of each semester.** If a paper will not be graded before the Portfolio submission deadline, please include an ungraded copy in your binder. Label the binder insert following the example below:

Last name, First name
MBA, Summer 2007
Portfolio- Name of Industry

Deliver your Portfolio binder to the MBA Office (building 75), and make an appointment with Ms. Melissa Padden, MBA Assistant Director, to review graduation requirements. When you turn in your Portfolio to the MBA Assistant Director, you must make an appointment to meet with her no sooner than 2 days after the submission of your Portfolio. Each student must meet with the Assistant Director for graduation approval.

Students who do not follow these guidelines will not be approved for graduation.

For questions regarding Portfolio submission, please contact the MBA Office, 474-3124