

## **MASTER IN BUSINESS ADMINISTRATION: ENTREPRENEURSHIP EMPHASIS**

### **Mission Statement**

To prepare working and aspiring professionals with the skills necessary to embrace business opportunities through high-impact educational experiences.

### **Student Learning Outcomes**

Graduate students in the Business Administration/Entrepreneurship Emphasis should become critical thinkers, effective communicators, ethical decision makers, and skilled business analysts. As such they will be able to do the following:

#### **Content**

- Integrate advanced theories across business disciplines
- Area of Emphasis: Synthesize new venture ideas into a well-structured business model

#### **Critical Thinking**

- Synthesize complex information to make business decisions

#### **Communication**

- Develop professional written presentations on advanced business topics
- Produce professional oral presentations on advanced business topics

#### **Integrity/Values**

- Integrate systemic advanced ethical reasoning with business decisions

### **Evaluation of Student Learning Outcomes**

A variety of assessment procedures are used in the program including observation, individual and group presentations, problems-based examinations, essay-based examinations, objective-based examinations, case analyses, research papers, and professional portfolios.

### **Professional Position Opportunities for Graduates**

Positions for which the Master of Business Administration/Entrepreneurship Emphasis is a qualification include:

- Business Consultant
- Sales Manager
- Entrepreneur
- Small Business Owner
- Business Analyst
- Product Developer

- Corporate Manager
- Project Manager
- Operations Manager
- Marketing Information Specialist
- Business Researcher
- Reports Analyst
- Account Executive
- Training Manager
- Corporate/Business Segment Planner
- Business Executive (e.g., Executive Vice-President, Assistant/Associate Vice President, President, Chief Executive Officer, Chief Financial Officer, Chief

*Find out more about UWF's Master of Business Administration at <http://uwf.edu/mba/>*

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