

**MGA – Academic Program  
Assessment Plan and Curriculum Map**

On which campuses is the program offered? Online College/School: School of Business Department: Marketing and Management  
Aviation Management, Organizational Management, Supply Chain Management, and Sport Management  
 Academic Degree: M.S. Management Major: \_\_\_\_\_ Track (if applicable): \_\_\_\_\_

**Assessment Plan**

**How will a student know they are learning what they need to learn to be successful when they graduate?**

*Please identify which type of learning activity will be used to teach the learning goal. Also identify the learning objective associated with the learning goal being taught. A learning outcome is a description of the knowledge, skills and abilities you will gain as you complete your coursework.*

	Learning Outcome	Assessment Types	Data Collection Points*	Target Performance
Learning Outcome 1	Produce graduate level scholarship, research or professional project that is original and significant	Strategy Term Paper	MGMT 5900- Strategic Management	85% of students score 85% or higher
Learning Outcome 2	Evaluate the scope and impact of emerging business issues related to the student's chosen concentration	Paper	<b>Supply chain mgmt. concentration:</b> MGMT 6140 – Supply Chain Management <b>Organizational mgmt. concentration:</b> MGMT 6300 – Human Resources Mgmt. <b>Sport mgmt. concentration:</b> SMGT 6010 – Sport Administration <b>Aviation mgmt. concentration:</b> AVIA 6300 – Airline Management	85% of students score 85% or higher
Learning Outcome 3	As part of a team, recommend solutions to a real-world business problem	Team paper	MGMT 5600 – Leadership and Organizational Behavior	85% of students score 85% or higher

\*Data collected for assessment purposes should be segmented by program location. Cochran, Macon, Dublin, Eastman, Warner Robins, or online students should be analyzed separately.

### Curriculum Map – Core Classes

**Where in a student’s academic program will they be taught the content of each learning outcome and how will the content be taught?**

*Please identify the method of instruction (i.e. case study, lecture, experiential instruction, team activity, writing assignment, quantitative exercise) used to teach the learning outcome in courses required in the major. Not all major courses need to teach all learning outcomes.*

Major Course	ACCT 5100	MGMT 5200	MGMT 5300	MGMT 5400	MGMT5600	MGMT 5700	MGMT 5900
<b>LO1</b>							Lecture, writing assignment
<b>LO3</b>	Case study, quantitative exercise	Lecture, writing assignment	Writing assignment, quantitative exercise	Lecture, writing assignment	Lecture, writing assignment	Lecture, writing assignment	Lecture, writing assignment

	Aviation Management Concentration			Organizational Management Concentration		
Major Course	AVIA 6100	AVIA 6200	AVIA 6300	MGMT 6100	MGMT 6200	MGMT 6300
<b>LO2</b>	Lecture, writing assignment	Lecture, writing assignment	Lecture, writing assignment	Lecture, writing assignment	Lecture, writing assignment	Lecture, case study, writing assignment

	Sport Management Concentration			Supply Chain Management Concentration		
Major Course	SMGT 6010	SMGT 6020	SMGT 6030	MGMT 6130	MGMT 6140	MGMT 6200
<b>LO2</b>	Lecture, writing assignment	Lecture, writing assignment	Lecture, writing assignment	Lecture, writing assignment	Lecture, case study, writing assignment	Lecture, writing assignment