

COLLEGE OF BUSINESS

Master of Business Administration

Franklin Pierce University M.B.A. graduates are expected to become leaders within their organizations. These prospective leaders are educated to look at situations from a systems wide perspective, addressing human, organizational, and community issues. The Master of Business Administration degree program requires students to develop a Leadership Portfolio. The portfolio enables students to articulate leadership strategies.

The portfolio begins with a “foundation paper,” using an organizational strategic management process to guide students in their progress through the program. Each course requires a module paper to be added to the portfolio, allowing students to track their progress and reflect on their learning, continuously linking learning to their strategic plan. Normal time to completion is 21 months.

Student Learning Outcomes

- Students will gain the ability to evaluate, compare and contrast, and effectively apply ethical leadership skills and styles within diverse organizations.
- Students will develop the ability to assess, analyze, integrate and apply the body of business and technical knowledge when operating within the business environment.
- Students will apply effective communication skills, including both oral and written skills, among all stakeholders of the business.
- Students will be able to analyze business situations using quantitative and qualitative tools and techniques in order to make well-reasoned and effective decisions.