

The MBA program is designed to provide both a general view of business and a specialized focus through development of an industry-based research e-portfolio. An e-portfolio is a digital collection of specific student work aggregated to highlight learning progression and achievements. This tool allows MBA students to highlight completion of MBA program Student Learning Outcomes and to self-reflect on their program learning experiences.

Upon starting core courses, you will select one industry of focus for conducting in-depth research. In the four MBA ePortfolio courses, you will complete research papers that focus on your selected industry to make up the components of a successful ePortfolio. Through completion of these projects, you will build an e-portfolio that demonstrates an in-depth understanding across the functional areas of business while enhancing your digital literacy skills.

MBA ePortfolio Courses

- ECP 6705 Advanced Managerial Economics
- ISM 6137 Business Analytics
- FIN 6406 Financial Management
- MAR 6815 Marketing Management

Program Assessment

The MBA ePortfolio provides students with a High Impact Educational Practice and is used to assess the following Student Learning Outcomes:

- Synthesize complex information to make business decisions
- Integrate advanced theories across business disciplines

Components of the MBA ePortfolio

Graded MBA Portfolio papers

- Copy of all final ePortfolio papers
- Copy of graded rubrics for each paper

Executive Summary of Research*

- 1-2 paragraphs
- Summarize key elements of your industry research

Reflection Statement*

- 2-4 paragraphs
- Evaluate and discuss learning experiences in the MBA Program

**Executive summary and reflection statement are completed via an exit questionnaire, provided by the MBA Office.*

Director Review

To be approved for graduation, you must submit your completed MBA ePortfolio. The MBA Director will review it to ensure the minimum academic standards of the program have been met. Unsatisfactory or missing work must be rectified before the MBA Director will approve a student for graduation.

For questions regarding the MBA ePortfolio or other exit requirements, please contact the MBA Office at 850.474.3124 or mba@uwf.edu.

Industry Selection

The same industry should be used for all four ePortfolio papers, unless the student has been granted an exception by the MBA director.

Grade Requirement

Papers must be completed with a minimum grade of C (70%). If lower, you will coordinate with their instructor to ensure revisions are completed to MBA program standards. Revisions will not result in a change of your final course grade.

Submission Requirement

Papers should be submitted in PDF format.

Instructors are not responsible for storing portfolio papers or rubrics. You are encouraged to use Google Drive to store portfolio papers.

These guidelines must be followed to be approved for graduation.