



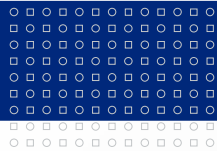
MASARYK UNIVERSITY

Business Management

Learning Outcomes of a Programme

Jiří Nantl

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Introduction to the concept of learning outcomes development at Masaryk University (CZ)



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Programme's objectives/aims vs. learning outcomes (1/2)

Programme's objectives are broad general statements comprising:

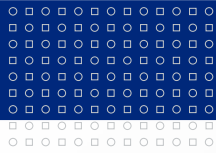
- ❑ philosophy, values, and theoretical-methodological background of the discipline;
- ❑ identification of those students for which study programme is suitable;
- ❑ graduates profile and their main characteristics; possibilities of employment

Programme's objectives should be formulated in language **comprehensible** for prospective students and their parents.

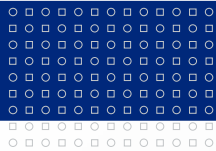
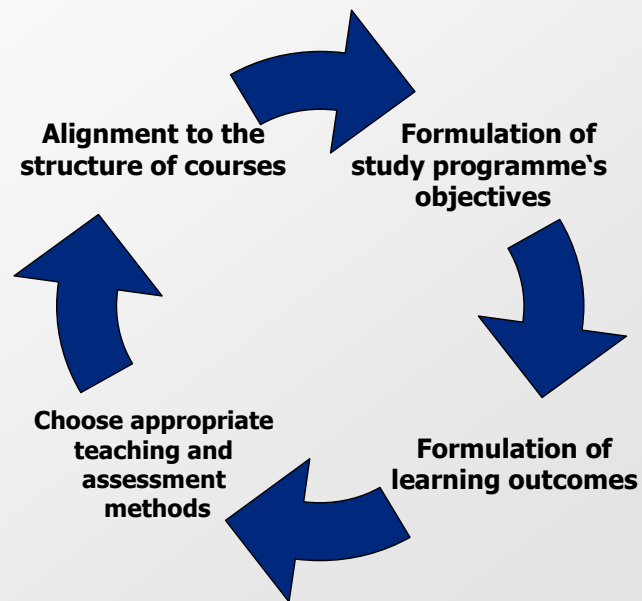
Not measurable.

Programme's objectives/aims vs. learning outcomes (2/2)

- ❑ Learning outcomes (LOs) represent **operationalization** of programme's objectives/aims
- ❑ They are formulated with „**active verbs**” (Bloom's taxonomy)
- ❑ LOs are **measurable**
- ❑ There is an **alignment** among LOs, teaching and leaning methods, and assessment
- ❑ Intended LOs refer to **minimum threshold requirements** on students (how well student fulfil these requirement is reflected in assessment criteria and grading scale)



Alignment of the study programme's objectives and course's structure:



Learning outcomes of the Master's programme in Business Management



Business Management

Overall description of the programme

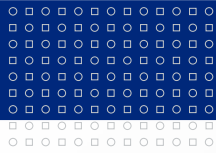
- ▣ Master's degree programme
- ▣ Credit value of 120 ECTS
- ▣ Standard length of study 2 academic years (4 semesters)

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Programme's objectives

To develop the ability of graduate students, as based upon the bachelor's programme level, to convey business enterprise integrally. The programme focuses on economics and management of a business enterprise as a whole. A graduate of the programme is expected to have a deep knowledge and understanding of substantial, economic, organisational, informational, and other processes within a business enterprise. A graduate is also expected to develop skill for the practical exercise of executive and managerial roles with the aim of seeking a career as a mid-level manager, or as executive assistant to a senior manager, with prospective to advance his/her career to the senior/executive level.

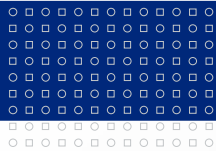
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Learning Outcomes of the Programme

Upon graduation, a student shall have demonstrated the ability to:

- 1) Understand theoretical knowledge of specialized field relating to business management at a level required to solve both practical and theoretical problems including developing model solutions
- 2) Explain advanced theoretical and methodological knowledge of the general economic theory;
- 3) Analyze the internal processes of a business enterprise to a level required to design projects of an enterprise management;
- 4) Select and perform quantitative analysis tools in respect of a business enterprise, and interpret the results achieved;
- 5) Communicate both orally and in writing, in Czech and English language, in respect of any area of his or her expertise.



Thank you for your attention

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