

Charlton College of Business INSTRUCTIONS for the Integrative Essay

The Integrative Essay accomplishes two things. First, it helps you to pull together the last 1 - 2 years of activities and take an objective look at what you've learned as it relates to the student learning goals for the MBA Program. The student learning goals for the Charlton College program include developing the following knowledge bases and skills:

- **Global Awareness:** understands the role of economic, political, and cultural domains affecting businesses that operate in multiple regions of the world, and who has developed the interpersonal and management skills to succeed in this context.
- **Ethics/social responsibility:** analyzes and evaluates situations from opposing ethical perspectives. Understands the ethical theory (and opposing arguments) that corporations and organizations have a responsibility to society.
- **Written Communications:** presents useful, accurate information, elicits audience interest, effectively convey the intended message, and demonstrates competence with use of the English language.
- **Problem-Solving/Rational, Analytical Thinking:** thinks systematically and logically, uses analysis, interpretation, evaluation, inference, and explanation to examine reasons and evidence for sound objective decisions and resolutions to complex, ill-structured problems.
- **Information Literacy/Technology:** searches for, analyzes, and identifies useful and accurate information and uses it effectively for its intended purpose. Understands the effect of technology on business and uses it proficiently.
- **Management of a Business Enterprise:** views an organization as more than the sum of its parts; recognizes the interdependencies among functions and external conditions and develops plans that leverage the competencies of each.

In your integrative essay, you must assess your own level of accomplishment against these goals. You need to examine the work you've produced during your time in the program, as well as feedback you've received from peers and professors. Provide evidence to show you have met the learning goals, make it clear how the evidence relates to a learning goal. Consider the rubric on this website for this multi-part essay to get deeper understanding of each goal, and what constitutes evidence. Be selective, don't try to cover all the evidence you've accumulated in the program, only important work that is convincing.

Second, you need to make sense of all this activity by asking, "So what?" So what does this mean? So what does this show? So what does this matter? We call this an integrative essay because it requires that you pull together (a.k.a., integrate) and present the learning you've had and then think about what it means. You should reflect on four fundamental questions:

- What have you learned from the business program? (You've already done that above)
- What have you learned about yourself?
- How have you grown?
- In what ways do you still need to grow?

Consider major projects and assignments you've completed, texts you've read, cases you've analyzed. What ideas or experiences or interactions stand out to you? What has been the most meaningful to you? Why? What ideas or experiences have affected how you think about yourself, about others, about your future?

This essay is 8-10 pages, typed, double-spaced, in 12-point Times Roman font. Your name should appear only on the first page. The rough draft with supporting evidence is due March 31, 2008 (submit all sections for assessment), and the final version and all supporting evidence should be submitted to the eportfolio by May 8, 2008 (submit all sections for assessment).