

ABSTRACT

What Happens When Part-Time MBA Knowledge and Skills Transfer?

Enhancing Workplace Competence and Academic Learning

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A primary purpose of marketing education is to promote mastery of business knowledge and skills, and in the process prepare students to perform their jobs effectively. Superior job performance relies on the transferability of MBA imparted knowledge. The present study addresses the premise but broadens it through the understanding of reciprocal transferability of knowledge between academia and the workplace.

This study is based on an online survey of students currently enrolled in a part-time MBA program. Employing a goal-setting theory framework, it investigates the effects of motivation to learn and perceived MBA program utility on the reciprocal transfer of knowledge and skills between part-time MBA studies and the ongoing work experience. The study also analyzes the impact of reciprocal transfer on the part-time MBA student's competence on the job. Learning goals and performance goals are integrated in the transfer process, and are mutually reinforcing.

Goal setting hinges on estimates of the feasibility of goal attainment. Goals must be realistic. Hence, the overall goals of effective practical application of business knowledge and skills and achievement of strong academic performance in the MBA program depend on both the levels of learning and the value of the program content. In the present study, as expected, relationships are found between motivation to learn and program utility, on one hand, and reciprocal transfer of knowledge and skills between the two domains of university and work. These serendipitous findings contribute to the goal setting theoretical framework. Finally, the study has profound implications for business performance and management education.

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