

IMBA Degree Learning Outcomes

Goal 1: Graduates will be effective team members and managers in an international environment.

- ◆ Create a written research proposal while serving as a team member Needs to exhibit enthusiasm as a team member.
- ◆ Analyze, explain and draw conclusions based on a review of data while serving as a team member.
- ◆ Conclude a specific project in an international teamwork environment without close supervision.
- ◆ Demonstrate team leadership to assess and recommend action in a business situation.
- ◆ Integrate and apply knowledge while working with team members from various functional areas in an international organization.

Goal 2: Graduates will be effective communicators and functional in a second language.

- ◆ Analyze a case study relating to an international topic and then present major findings in a second language.
- ◆ Create a clear, well-organized paper on an international related topic while using documentation and quantitative tools, when appropriate.
- ◆ Create a clear, well-organized verbal presentation relating to a multi cultural topic.
- ◆ Collaborate effectively in a team environment on a project relating to an international topic.
- ◆ Summarize thoughts and ideas into a well organized sequence while making a presentation.
- ◆ Demonstrate knowledge of vocabulary and concepts of business in second language utilizing all four communicative skills.
- ◆ Design technology media to effectively communicate with others.

Goal 3: Graduates will be knowledgeable of functional areas of business and their integration.

- ◆ Explain theories and major concepts in the areas of accounting, economics, finance, management and marketing.
- ◆ Apply theories and major concepts of accounting, economics, finance management and marketing to solve problems in those core disciplines.
- ◆ Synthesize theories and major concepts of the core disciplines to solve complex multi-discipline business problems.
- ◆ Analyze how integration of input from various functional areas of business act to influence the formulation of strategy at the organizational level.
- ◆ Analyze major business functional area trends and issues in a global business environment.
- ◆ Formulate the pros and cons of globalization, free trade, and institutional intervention in global commerce.

Goal 4: Graduates will be critical thinkers and analytical problem solvers.

- ◆ Explain theories and facts in functional areas.
- ◆ Apply theories and facts to solve problems.
- ◆ Synthesize knowledge in functional areas to solve problems.
- ◆ Critically evaluate arguments, theories, and recommendations.

Goal 5: Graduates will be sensitive to social, ethical, and multi-cultural issues in the international business environment.

- ◆ Compare and contrast selected social and ethical theories in two contexts.
- ◆ Interpret business issue(s) in social, ethical, and multicultural contexts.
- ◆ Analyze and apply new insights into business practices in different cultures.
- ◆ Examine cultural differences between and among IMBA track countries.
- ◆ Demonstrate flexibility and adaptability in multi-cultural environments.

IMBA Degree Learning Outcomes

Goal 6: Graduates will be users of technology to solve problems.

- ◆ Display proficiency while using the internet to help accomplish common business research tasks.
- ◆ Assess data communications systems for effectiveness in emerging and newly industrialized economies.
- ◆ Use computer software tools such as Excel, SPSS, and Access to organize data for analysis to solve business problems.
- ◆ Design data query applications to select and use appropriate data sets to support analysis of data and display of information.
- ◆ Select appropriate technology and information processing techniques to solve problems relating to business applications.
- ◆ Prepare and utilize electronic equipment, computers, and/or networks to effectively analyze and solve problems.