

MBA Degree Learning Outcomes

Goal 1: Graduates will be leaders.

- ◆ Understand how leaders can be positive role models.
- ◆ Understand how leaders motivate and inspire groups and individuals.
- ◆ Understand how leaders communicate a vision.
- ◆ Understand how leaders create a positive organizational culture.
- ◆ Understand how leaders create positive organizational change.

Goal 2: Graduates will be technologically competent.

- ◆ Demonstrate proficiency in the use of common business application software packages.
- ◆ Demonstrate proficiency in using the internet to accomplish common business research tasks.
- ◆ Demonstrate proficiency in using technology for communication and presentation.
- ◆ Demonstrate proficiency in the use of analytical tools and their applications.

Goal 3: Graduates will be knowledgeable of social, ethical, and multi-cultural issues and trends affecting business.

- ◆ Understand how social, ethical, and cultural trends affect business.
- ◆ Understand differences across markets and customers.
- ◆ Understand the role of ethical values and practices within business organizations.
- ◆ Understand how social, ethical, and multicultural issues affect organizational strategies, structures, and systems.

Goal 4: Graduates will be knowledgeable in functional areas and their integration.

- ◆ Understand and use disciplinary knowledge and skills.
- ◆ Demonstrate an understanding of how changes in the external and internal business environments impact the functional areas of business.
- ◆ Integrate disciplinary expertise across functional areas.

Goal 5: Graduates will be critical thinkers and problem solvers.

- ◆ Demonstrate proficiency in identifying and framing common organizational problems.
- ◆ Determine the relevant decision criterion or criteria for the problem.
- ◆ Given the decision criteria, identify and analyze relevant alternatives.
- ◆ Prioritize and choose among competing alternatives.