

MSBA Degree Learning Outcomes

Goal 1: Graduates will be competent in the use of technology.

- ◆ Use typical business application software packages effectively.
- ◆ Use internet for common business research tasks.

Goal 2: Graduates will be effective communicators.

- ◆ State purpose: early, clearly, creatively, skillfully.
- ◆ Organize and develop: structure, connect, separate, flow.

Goal 3: Graduates will be aware of factors affecting business in a global society.

- ◆ Identify global factors.
- ◆ Analyze global factors.

Goal 4: Graduates will be problem solvers.

- ◆ Apply theories and facts to solve problems.
- ◆ Critically evaluate arguments, theories, and recommendations.