

MBA Program Learning Goals and Objectives

MBA Learning Goals and Objectives	
Goal 1.0 – Demonstrate Business Disciplinary Competence	
Objective 1.1	Integration of appropriate cross disciplinary knowledge in business decision making
Objective 1.2	Demonstration of effective strategic planning in a dynamic business environment
Objective 1.3	An understanding of leadership in achieving organizational goals
Goal 2.0 – Show an Awareness of the Ethical Dimensions of Business Issues	
Objective 2.1	Demonstration of ethical reasoning in business decision making
Goal 3.0 – Communicate Effectively Orally and in Written Form	
Objective 3.1	Demonstration of effective oral communication to a business audience
Objective 3.2	Demonstration of effective written communication to a business audience
Goal 4.0 – Demonstrate Analytical Thinking Skills	
Objective 4.1	Demonstration of effective use of financial information in business problem solving
Objective 4.2	Demonstration of effective use of market information in business problem solving
Goal 5.0 – Understand Global Issues in the Functional Areas of Business	
Objective 5.1	Demonstration of effective identification and analysis of opportunities and threats posed by forces in the global business environment
Objective 5.2	Demonstration of effective selection and implementation of business strategies and tactics for firms operating in the global business environment
Goal 6.0 – Demonstrate Effective Use of Technology and Data Analysis	
Objective 6.1	Demonstration of appropriate statistical analysis in business problem solving
Objective 6.2	Integration of data analysis, insight, and knowledge of key business functions in business problem solving