



Goals and Learning Outcomes For the Master of Business Administration for Executives

Goal 1: Develop a solid foundation in theoretical concepts and managerial skills needed to lead business organizations.

Student Learning Outcomes:

1. Apply theoretical concepts in accounting, statistics, organizational behavior, finance, economics, marketing, and operations to make business decisions.
2. Employ methods of accounting, statistical data analysis, organizational behavior, finance, economics, marketing, and operations to support business decision making.

Goal 2: Develop an awareness of the domestic and global economic, legal, ethical, and technological environment in which managers make and implement decisions.

Student Learning Outcomes:

1. Identify and critically analyze salient legal and moral business issues.
Evaluate the impact that changes in the domestic and global economic environment have on the business climate.
2. Analyze the impact that technological and product innovations have on the competitiveness of firms.

Goal 3: Enhance skills needed to lead business organizations

Student Learning Outcomes:

1. Negotiate and collaborate with others in situations with differing interests and objectives.
2. Lead a multidisciplinary team.

Goal 4: Acquire the capacity to formulate strategies to solve business problems and pursue opportunities.

Student Learning Outcomes:

1. Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.
2. Formulate strategies to solve business problems and pursue opportunities.

Goal 5: Demonstrate communication skills

Student Learning Outcomes:

1. Write clear and effective reports.
2. Make professional oral presentations.