

GENERAL GOALS AND LEARNING OUTCOMES FOR THE MASTER OF BUSINESS ADMINISTRATION PROGRAM

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

Learning Outcomes:

- Apply concepts and decision models in organization behavior, finance, economics, marketing, and production to make business decisions.
- Employ methods of financial and cost accounting and statistical data analysis 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.

Learning Outcomes:

- 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.
- Analyze the impact that technological and product innovations have on the competitiveness of firms.

Goal 3: Gain insights into the behavior of individuals and groups in organizations and the potential influences of culture and demographic diversity.

Learning Outcomes:

- Identify similarities and differences between the national and international environment and cultures and analyze the need to modify business strategies to pursue opportunities in new markets.

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

Learning Outcomes:

- Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.
- Formulate strategies to solve business problems and pursue opportunities and communicate these strategies in a clear and concise manner.