

MAJOR GOALS AND LEARNING OUTCOMES FOR THE M.S.B.A. IN BUSINESS ADMINISTRATION/ENTREPRENEURSHIP PROGRAM

1. Demonstrate an understanding of key elements of the entrepreneurial process including opportunity recognition, evaluation, resource mobilization etc.

Relevant courses: MGT724 and FIN641

- Objective 1: Understand the link between the entrepreneurial process and entrepreneurial success

Assessment: case analysis & class exercises in MGT724

- Objective 2: Understand the link between the financial aspects of entrepreneurial startup experience and entrepreneurial success

Assessment: exam questions in FIN641

2. Demonstrate an appreciation of the ethical issues in business and entrepreneurial situations.

Relevant courses: MGT722, FIN641 and MGT724

- Objective 1: Understand the importance of value, purpose, goals and visions in the entrepreneurial process

Assessment: test questions

Linked to: MGT724 and FIN641

- Objective 2: Understand the ethical and social aspects of current issues in business and society and their application in entrepreneurship

Assessment: test questions or discussion exercise.

Linked to: MGT722

3. Demonstrate skills to develop business plans.

Relevant courses: MGT724 and MGT743

- Objective 1: Understand the significance of a feasibility study and its link to business plans

Assessment: student projects in MGT724

- Objective 2: Understand the principles and techniques to develop a business plan

Assessment: case analysis or student projects in MGT743