

Goals and Learning Objectives – Original and Revised

Undergraduate Program:

STANDARD 9	ORIGINAL GOALS	REVISED/CHANGED GOALS	ADDED LEARNING OBJECTIVES
<p>General Skill Areas Written and oral communication (able to communicate effectively orally and in writing)</p>	<p>G3. Communication: Demonstrate the ability to communicate effectively, both orally and in writing in a business context</p>	<p>G1. Communication: Our students are able to communicate effectively, both orally and in writing, in a business context so they are prepared for a successful career in business (mission-related).</p>	<ul style="list-style-type: none"> • LO 1.1: Our students can communicate effectively by giving a presentation in one-on-one and/or one-to-many (supported with technology such as PowerPoint) that meets professional expectations for delivery, use of visual aids, and organization. • LO 1.2: Our students can communicate effectively via individual essays, short papers, business proposals, project reports, etc., that meet professional expectations for organization, spelling, grammar, general and business vocabulary use, and use of citations.
<p>General Skill Areas Ethical understanding and reasoning (able to identify ethical issues and address the issues in a socially responsible manner)</p> <p>General Business and Management Knowledge Areas Social responsibility, including sustainability, and ethical behavior and approaches to management</p>	<p>G4. Ethical and Legal: Evaluate the ethical and legal implications of business practices</p>	<p>G2. Ethics and Social Responsibility: Our students are aware of issues of ethics and social responsibility (including sustainability) in business settings and understand how businesses can act in a socially responsible and ethical manner (vision-related).</p>	<ul style="list-style-type: none"> • LO 2.1: Our students can recognize whether businesses act in ethical and socially responsible (including sustainability) manner. • LO 2.2: Our students can describe how businesses can act in a socially responsible and ethical manner.

<p>General Skill Areas</p> <ul style="list-style-type: none"> Analytical thinking (able to analyze and frame problems) Application of knowledge (able to translate knowledge of business and management into practice) 	<p>G1: Decision Making: Integrate knowledge from various disciplines to make effective business decisions.</p> <p>G2: Problem Solving: Apply analytical and critical thinking skills to solve business problems</p>	<p>G3. Decision Making: Our students are able to apply quantitative measures and analytical skills to make effective business decisions (core values).</p>	<ul style="list-style-type: none"> LO 3.1: Our students will demonstrate an ability to apply analytical skills to solve business problems. LO 3.2: Our students will effectively apply learned quantitative methods to reach appropriate business decisions.
<p>General Skill Areas</p> <p>Interpersonal relations and teamwork (able to work effectively with others and in team environments)</p>	<p>None</p>	<p>G4. Group Work: Our students learn to work in groups to be prepared for a successful career in business (mission-related).</p>	<ul style="list-style-type: none"> LO 4.1: Our students actively participate in group projects. LO 4.2: Our students apply basic interpersonal skills (e.g., collaboration, cooperation) in working with diverse teams.
<p>General Business and Management Knowledge Areas</p> <p>Economic, political, regulatory, legal, technological, and social contexts of organizations in a global society</p>	<p>G6: Global: Understand the effects of globalization and cultural differences on business.</p>	<p>G5. Global Perspective: Our students have a global perspective on business (vision-related).</p>	<ul style="list-style-type: none"> LO 5.1: Our students can identify components of the business environment (economic, political, regulatory, legal, technological, social and cultural) throughout the world and understand their differences and similarities between global, regional, national and local levels. LO 5.2: Our students can adapt business strategies and tactics to make them suitable to address challenges and opportunities in markets throughout the world.
<p>General Skill Areas</p> <p>Information technology (able to use current technologies in business and management contexts)</p>	<p>G5: Technology</p>	<p>G6. Technology: Our students are knowledgeable about information technology in a business setting (core values).</p>	<ul style="list-style-type: none"> LO 6.1: Our students can use information technology to build data sets and retrieve relevant business information for data driven decision making.

			<ul style="list-style-type: none"> • LO 6.2: Our students can use standard business technology (including, but not necessarily limited to, products of the MS Office suite) to analyze business problems and offer recommendations.
General Business and Management Knowledge	None	G7. Business and Management Knowledge: Our student will be knowledgeable of core business concepts.	<ul style="list-style-type: none"> • LO 7.1: Our students will demonstrate knowledge of core concepts in business disciplines. • LO 7.2: Our students will recognize the interrelation of the functional business areas.

MBA Program:

STANDARD 9	ORIGINAL GOALS	REVISED/CHANGED GOALS	ADDED LEARNING OBJECTIVES
<p>General Skill Areas Analytical thinking (able to analyze and frame problems) Application of knowledge (able to translate knowledge of business and management into practice)</p> <p>General Business Master's Degree Programs</p> <ul style="list-style-type: none"> • Thinking creatively • Making sound decisions and exercising good judgment under uncertainty • Integrating knowledge across fields 	<p>G1. Decision Making: Integrate knowledge from various disciplines to make effective strategic business decisions, with special emphasis on new and unfamiliar circumstances.</p> <p>G2. Problem Solving: Critically analyze and evaluate alternate perspectives to solve business problems in an increasingly diversified global environment</p>	<p>G1. Critical and Strategic Thinking Skills: Our MBA graduates will be able to think analytically and strategically while integrating practical knowledge to adhere to the business demands of the 21 Century (vision-related).</p>	<ul style="list-style-type: none"> • LO 1.1: Our MBA graduates will be able to recognize and analyze business challenges at the managerial level. • LO 1.2: Our MBA graduates will be able to recommend solutions to business challenges with the use of multiple disciplinary perspectives and strategic analysis.

<p>General Skill Areas Written and oral communication (able to communicate effectively orally and in writing)</p>	<p>G3. Communication: Demonstrate mastery of oral and written communication skills, especially as it concerns market analyses and management reporting.</p>	<p>G2. Oral Presentation & Strategic Argument Skills and Written Communication: Our MBA graduates will be able to communicate effectively in both writing and oral formats as well as develop advanced persuasive communication skills so they are prepared for a successful career in business (mission-related).</p>	<ul style="list-style-type: none"> • LO 2.1: Our MBA graduates will be able to conduct oral presentations with the use of advanced concepts in communication. • LO 2.2: Our MBA graduates will be able to develop strategic argument skills to achieve positive outcomes in business. • LO 2.3: Our MBA graduates will be able to display effective business writing skills with the use of analytical and practical concepts.
<p>General Skill Areas Information technology (able to use current technologies in business and management contexts)</p>	<p>G5. Technology: Analyze and evaluate the impacts of information technologies on organizational structures and business processes.</p>	<p>G3. Technology and Application: Our MBA graduates will be able to <i>effectively manage</i> the utilization of technology resources so they are prepared for a successful career in business (mission statement).</p>	<ul style="list-style-type: none"> • LO 3.1: Our MBA graduates will be able to understand and manage the application of technological/information technology tools for business in an organizational setting. • LO 3.2: Our MBA graduates will be able to make decisions based on the use of technology tools and data.
<p>General Business Master’s Degree Programs Leading in organizational situations</p> <p>General Skill Areas Interpersonal relations and teamwork (able to work effectively with others and in team environments)</p>	<p>G6. Leadership and collaboration: Demonstrate leadership capacity and the ability to effectively contribute to workgroups</p>	<p>G4. Group and Leadership Skills: Our MBA graduates will be able to work in groups and understand leadership characteristics and styles in various settings (vision related).</p>	<ul style="list-style-type: none"> • LO 4.1: Our MBA graduates will have the ability to work in groups as demonstrated in team assignments. • LO 4.2: Our MBA graduates will have an understanding of leadership characteristics and styles, and their effectiveness in various settings.

<p>General Skill Areas Ethical understanding and reasoning (able to identify ethical issues and address the issues in a socially responsible manner)</p>	<p>G4. Ethical and Legal: Evaluate the ethical and legal implications of business practices in diverse domestic and global work environments.</p>	<p>G5. Ethics, Diversity, and Sustainability: Our MBA graduates will be able to recognize and analyze ethical problems, appreciate diversity, and understand sustainability (vision and core values related).</p>	<ul style="list-style-type: none"> • LO 5.1: Our MBA graduates will demonstrate the ability to recognize and analyze ethical problems and recommend appropriate solutions and strategies. • LO 5.2: Our MBA graduates will demonstrate an appreciation for diversity and the challenges and opportunities it poses to organizations. • LO 5.3: Objective 5.3: Our MBA graduates will demonstrate an understanding of sustainability and the role of innovation in the economy.
<p>General Business and Management Knowledge General Business Master’s Degree Programs Integrating knowledge across fields</p>	<p>None</p>	<p>G6. Applied Business and Management Knowledge: Our MBA graduates will be proficient in integrating the techniques, processes, and procedures of the fundamental business disciplines (i.e. accounting, economics, finance, marketing, management, human resources, operations, and IT). They will be able to apply theory, skills, and knowledge from these disciplines to business practice.</p>	<ul style="list-style-type: none"> • LO 6.1: Our MBA graduates will develop tangible business management experiences (knowledge and competence) in their areas of professional interest through the integration of their MBA coursework. • LO 6.2: Our MBA graduates will effectively apply knowledge and skills in their areas of professional interest (i.e. including accounting, entrepreneurship, finance, marketing, general management, human resource management, music management, professional sales, and strategy), and master them by developing solutions to a

			selected real world business problem.
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