

*Revision started by Marble, Moorman, and Knudsen on January 16, 2008*

**Mission Statement:**

Our MBA program develops ethical, socially responsible, knowledgeable and visionary leaders.

**Programmatic Learning Goals:**

**Our MBA students will:**

**Goal 1: Develop fundamental concepts, skills, and knowledge of functional areas of business in a global context**

Objective 1: Describe and apply the financial reporting model and the role of financial information and managerial accounting in decision making.

Objective 2: Describe and apply marketing management concepts and techniques used in marketing analysis and strategy formulation.

Objective 3: Describe and apply concepts and theories of macro and micro economics in the context of a free market system.

Objective 4: Describe and apply the stakeholder value based framework for financial decision-making.

Objective 5: Describe and apply central concepts and processes underlying information technology and their use in supporting and enhancing business processes and strategies.

**Goal 2: Develop a depth of knowledge in a specific business area or areas.**

Objective: Apply a high order understanding of advanced business concepts to generate solutions to current business problems.

**Goal 3: Understand and demonstrate influential strategic leadership.**

Objective 1: Identify and reflect on one's personal leadership approach and its alignment with one's values and goals.

Objective 2: Describe and apply the diverse ways that leaders and managers influence the work behaviors and attitudes of individuals, teams, and other groups in organizations.

Objective 3: Integrate business knowledge across functional areas and apply it to strategic issues.

**Goal 4: Apply analytical, critical, and creative thinking skills in a broad business context.**

Objective 1: Demonstrate the ability to analyze and construct arguments, generate and appropriately deal with alternative points of view, articulate reasoning used in arguments, and justify proposed actions.

Objective 2: Generate and evaluate new ideas by demonstrating intellectual curiosity, an ability to draw connections between concepts in order to develop new solutions, and an ability to employ appropriate methods to generate new ideas or solutions.

**Goal 5: Demonstrate effective interpersonal communication and collaborative skills.**

Objective 1: Communicate effectively through written and verbal modes in traditional and virtual environments.

Objective 2: Work (or collaborate) effectively in teams in traditional and virtual environments.

**Goal 6: Develop a perspective that values ethical decision-making and social responsibility in business.**

Objective 1: Identify and reflect on the relationships among one's values, social responsibilities, and professional obligations as business leaders.

Objective 2: Create responsible courses of action using ethical decision-making models.

Objective 3: Communicate knowledge of formal, professional, and organizational codes of ethics.