



## Learning Goals

Upon completing our MBA program, our students will:

1. **Have skills appropriate to manage and to lead.**
  - Be an effective team member AND know how to run a group meeting.
  - Produce professional quality written documents (concise, well organized, with embedded graphics and/or charts) and presentations.
  - Know how to motivate employees, including how to evaluate their performance.
  - Use appropriate forecasting tools to develop a business plan and/or address a business issue.
  - Be knowledgeable about contemporary business events and trends (business literate).
  
2. **Apply discipline-specific knowledge effectively in business situations.**
  - Look at a company's financial statements, compare them with industry data, and draw conclusions on whether it is profitable, and whether a banker (or other investor) should lend it money (if needed).
  - Calculate - and draw conclusions from these calculations - Net Present Value, Future Value, Internal Rate of Return, and the impact of Exchange Rate Fluctuations on company operations.

- Develop a comprehensive marketing plan, including a market forecast.
- Apply economic theory to modeling of business.

### **3. Manage change in unpredictable environments.**

- Develop a strategy to improve a company's competitive position, and discuss - in detail - the projected/expected impact on its "bottom line, including contingency planning.

### **4. Manage effectively in organizations that are global in scope and culturally diverse.**

- Evaluate an overseas environment as a prospective market and/or production site.
- Explain the impact of culture on work related behaviors and values and ethical mores, and provide examples of how management styles can be aligned with cultural factors.

### **5. Demonstrate good judgment and a clear understanding of the importance of ethical and honest behavior in all work.**

- Understand the legal framework of business decision-making in the complex global workplace.
- Understand the ethical impact of business decisions in the global workplace.