

Anderson School of Management
Masters of Business Administration, MBA

Broad Learning Goals

- A.** Graduates have a broad knowledge of functional management areas including accounting, finance, marketing, operations management, organizational behavior, and quantitative methods.
- B.** Graduates have a broad knowledge of the environment in which businesses operate including specific knowledge of business law, diversity, economics, and ethics.
- C.** Graduates are able to integrate functional and perspective knowledge in areas that include global issues, strategy, and technology.
- D.** Graduates have requisite oral and written communication skills of typical business communication scenarios including correspondence, reports, presentations, and interaction with internal and external constituents.
- E.** Graduates can effectively use a computer for management related tasks including communication, finding and processing information, document preparation, multimedia presentation, and financial and quantitative analysis
- F.** Graduates have experience in completing complex managerial tasks as a team member or leader.
- G.** Graduates have critical thinking skills, suitable to entry-and mid-level management positions, which enable them to find and classify relevant information, generate alternatives, prioritize decision-making criteria, and generate and justify appropriate decisions.
- H.** Graduates are prepared for further study and professional development.

Student Learning Outcomes

- A1.** Demonstrate an understanding of the concepts, methods and uses underpinning the preparation of financial statements and with appropriate ratio analysis tools to interpret them. (502)

- A2.** Demonstrate a working knowledge of the role and application of marketing principles in business and society. (520)
- A3.** Demonstrate a broad knowledge of the role and application of marketing principles in business and society. (522)
- A4.** Demonstrate an understanding of fundamental finance processes and the concepts underlying these processes and are able to apply them to solve financial problems and make financial decisions. (526)
- A5.** Apply the basic concepts related to effective management of people in organizations. (506)
- A6.** Perform statistical analysis of business and organizational sample data and to make meaningful and informed decisions based on the evidence found. (520)
- B1.** Demonstrate a basic understanding (508)
- B2.** Demonstrate an understanding of the impact of workforce diversity on management and in organizations. (506)
- B3.** To apply principles of economic analysis to the decision-making process of individuals and firms. (504)
- B4.** Demonstrate knowledge of how corporations can effectively manage their relationships with stakeholders. (508)
- C1.** Demonstrate an understanding of the strategic management of technology and innovation. (511)
- C2.** Understand the relationships among the different levels of strategy and how executive-level decisions affect strategy at all levels. (598)
- C3.** Demonstrate an understanding of the strategic management of international business risks and opportunities. (511)
- D1.** Effectively communicate management concepts, plans and decisions in an oral presentation.
- D2.** Effectively communicate management concepts, plans and decisions in a written report.
- E1.** Create professional business documents using appropriate software.
- E2.** Use computers and software to solve quantitative problems.

- E3.** Professionally deliver presentations aided by multimedia..
- F1.** Effectively participate in executive teams.
- F2.** Effectively act as a contributing leader of executive teams.
- G1.** Organize information to provide alternative solutions or answers to business situations.
- G2.** Identify a business problem and/or opportunity and generate alternatives to solve or take advantage of it.
- G3.** Identify and defend arguments for opposing viewpoints.
- G4.** Identify assumptions, implicit as well as explicit, in an argument.
- H1.** Use theoretical concepts to provide solutions to various executive situations.