

MBA MAPPING OF PROGRAM OBJECTIVES TO COURSES

MBA Goals and Objectives

Goal 1: Students will have an understanding of the core business disciplines and be able to apply this knowledge to global business situations.

Objective 1.1: Students will demonstrate knowledge of disciplinary concepts, terminology, models, and perspectives.

Objective 1.2: Students will identify business problems and apply appropriate solutions (problem-finding/problem-solving).

Objective 1.3: Students will integrate knowledge across disciplinary areas (integrative thinking).

Objective 1.4: Students will apply knowledge in a global environment.

Goal 2: Students will be effective communicators.

Objective 2.1: Students will demonstrate an ability to effectively communicate in a manner that is typically required of a business professional.

Goal 3: Students will appreciate the importance of ethical/corporate social responsibility principles.

Objective 3.1: Students will identify and explain alternative approaches to ethical/corporate social responsibility issues.

Program Objectives	Core Courses									AIMS										
	ACC 505	OB 510	MKT 515	DS 520	OM 521	MIS 525	BE 530	FIN 531	BPS 516	FIN 655	MKT 622	BE 580	BE 583	OB 610	OM 571	BPS 535	BPS 585	ACC 616	BA 605	
1.1 business knowledge																X*				
1.2 problem finding/solving																X*		X*		
1.3 integrative thinking																	X*	X*	X*	
1.4 global business										X*	X*	X*	X*	X*	X*					
2.1 effective communication																X*				X*
3.1 ethics									X*											

Note:

1. The mapping came from the previous program mapping and the design of MBA 2.0.
2. X* indicates that program objectives to be measured in the course.