

MBA Assurance of Learning

Rev. 9/2012

MBA graduates should be able to:

Objectives	Traits	Courses
1. Think Globally	<ol style="list-style-type: none">1) Evaluate the impact of culture on business strategies.2) Develop business strategies that adapt to international environments.	Marketing 747 (Strategy) [Trait 1] Economics 736 & 737 [Trait 2]
2. Behave Ethically	<ol style="list-style-type: none">1) Apply appropriate theories and models to assess divergent perspectives of ethical dilemmas.	Management 759 & Marketing 766 [Trait 1]
3. Innovate	<ol style="list-style-type: none">1) Create strategies and identify structures, and processes that exploit technology for innovative business opportunities and solutions	ITSCM 745 (Strategy) [Trait 1]
4. Make Strategic Decisions	<ol style="list-style-type: none">1) Generate alternative strategic actions in business situations.2) Choose and defend strategies that sustain competitive advantage.	Management 787 [Traits 1 and 2]

5. Think Critically	<ol style="list-style-type: none"> 1) Define the problems in business situations. 2) Identify relevant information for making business decisions. 3) Analyze quantitative and qualitative information useful in determining actions. 	<p>FNBSLW 735 [Traits 1 and 2]</p> <p>Marketing 731 [Trait 3]</p>
6. Communicate, Negotiate, and Persuade	<ol style="list-style-type: none"> 1) Develop messages that are appropriate in style, tone, and content for communications situations. 	<p>BEINDP 740 [Trait 1]</p>
7. Manage Projects	<ol style="list-style-type: none"> 1) Plan and allocate resources for completing projects. 2) Determine means for evaluating project success. 	<p>ITSCM 770 [Traits 1 and 2]</p>
8. Lead	<ol style="list-style-type: none"> 1) Determine means for leading, evaluating and motivating staff. 2) Work effectively in teams. 	<p>Management 757 [Traits 1 and 2]</p>