

## **MBA Program Goals and Objectives**

### **1. PERSUASIVE COMMUNICATION**

- a. Students will prepare and deliver persuasive written and oral presentations on an issue pertinent to a business organization.

### **2. CONTEMPORARY BUSINESS KNOW-HOW**

- a. Students will demonstrate an understanding of fundamental business theory and practice by analyzing an integrated business case.

### **3. RESOURCEFUL BUSINESS PROBLEM-SOLVING**

- a. Students will creatively apply available resources to derive alternatives to address a business problem scenario, and recommend a course of action to solve the problem.

### **4. EFFECTIVE COLLABORATION**

- a. Students will be able to coordinate and collaborate with others from diverse backgrounds to meet common goals.

### **5. PRINCIPLED LEADERSHIP**

- a. Students will accurately identify ethical issues in business decisions and provide ethically sound business solutions.
- b. Students will learn to lead by example and motivate others to act.