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.