

Program Student Learning Outcome Curricular Map ~ March 2012

Degree Program ~ Masters of Business Administration

College: WCBA - MBA Program

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Program Student Learning Outcomes

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Required Courses	Course Number	Complex Business Situations	Global Knowledge	Ethical & Social Responsibilities	Team-based Environment	Written Business Analyses	Oral Business Analyses	Basic Business Processes
Management Accounting Systems	Acct 6902	A				A		U
Financial Management	Fin 6921	A	U	A	A	E	E	
Strategic Marketing Management	Mkt 6942	A	E		E		C	U
Operations Management	Mgt 6921	U				C		A
Optim. Human Perf. in Organiz.	Mgt 6961	E		E	C			
Global Buss. Environ. & Operations	Gl.Bus. 6920	E	C	E				
Strategic Manag. & Leadership	Mgt 6965	C		C	E	C	C	U
Integrated Projects	Mgt 6967	C				C	C	C

Bloom Taxonomy Key for Cognitive Process Dimension

U = Recognition/Understanding: Assignments that test students' ability to recognize or recall relevant course material.

A = Apply/Analyze: Assignments that test problem-solving skills or decomposition based on similarities or differences.

E = Evaluate: Assignments that require student judgment regarding compliance with professional standards or norms of conduct.

C = Create: Assignments that require students to create new patterns or coherent, functional structures.

Student Learning Outcomes

1. Graduates are able to identify and analyze complex business situations and to develop and implement effective solutions to business problems.
2. Graduates will have global knowledge and understand how cultural differences impact management decisions.
3. Graduates will be cognizant of ethical and social responsibilities with respect to business decisions.
4. Graduates are able to effectively participate and contribute in team-based environment.
5. Graduates are able to effectively present business analyses and recommendations through written forms of communications.
6. Graduates are able to effectively present business analyses and recommendations through oral forms of communications.
7. Graduates will have knowledge of the basic business processes that relate to the production and marketing of goods and services, finance, human resources and information flows as well as the economic, political, social and legal forces that shape the market environment.