

Program Learning Goals and Objectives	PKE Courses Numbers	MBAK 611 Leadership Challenges for Company Presidents & Senior Executives	MBAK 614 Creating the Future Through Leading Organizational Change	MBAK 681 Behavioral Research Project	MBAK 624 Strategic Thinking	MBAK 615 Strategic Issues in Corporate Accounting and Finance	MBAK 625 Organizational Ethics	MBAK 682 Finance and Accounting Research Project	MBAK 623 International Business	MBAK 616 Industry Analysis and Performance Forecasting	MBAK 683 Economics Research Project	MBAK 617 Understanding Markets and How to Reach Them	MBAK 684 Marketing Research Project	MBAK 618 Generating and Analyzing Strategic Options	MBAK 685 Strategic Research Project
GOAL 1: Students will be able to assess an organization's culture, including the organization's culture regarding ethical conduct.															
Obj. 1.1: Students will interview managers from an organization that a fellow student is involved with and write an analysis of their findings.	I, D	I, D	M												M
Obj. 1.2: Students will write an analysis of the culture of an organization they are involved with.	I, D	I, D	M												M
Obj. 1.3: Students will analyze the organization's culture regarding ethical conduct.	I, D	I, D	M												M
GOAL 2: Students can appraise the financial structure and standing of an organization.															
Obj. 2.1: Students will prepare a financial forecast for an organization.						I, D		M							M
Obj. 2.2: Students will demonstrate the ability to analyze financial information.						I, D		M							M
Obj. 2.3: Students will effectively communicate financial recommendations for an organization.						I, D		M							M
GOAL 3: Students will be able to critique the external environment of an organization. This will include the economic, social/cultural, political/legal/regulatory, technological, demographic, natural and competitive elements of the environment from a global perspective.															
Obj. 3.1: Students will develop scenarios for change in external variables.										I, D	M				M

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Obj. 3.2: Students will develop a competitive/industry analysis for an organization that will examine both current and anticipated competition.										I, D	M				M
Obj. 3.3: Students will effectively communicate the potential implications of changes in environmental variables.										I, D	M				M
GOAL 4: Students will be able to generate recommend/prepare) a marketing plan for an organization.															
Obj. 4.1: Students will develop a complete marketing mix for an organization												I, D	M		M
Obj. 4.2: Students will develop an understanding of how to create, deliver and communicate value in a product.												I, D	M		M
GOAL 5: Students will demonstrate the ability to prepare a strategic plan for an organization.															
Obj. 5.1: Students will demonstrate the ability to envision an organization's desired future state, including articulating appropriate vision, mission and GOALS.					I, D									I, D	M
Obj.5. 2: Students will demonstrate the ability to identify an organization's strengths and weaknesses.					I, D									I, D	M
Obj. 5.3: Students will demonstrate the ability to effectively communicate the long- and short-term consequences of their proposed strategies.					I, D									I, D	M