**Learning Goals and Objectives**

**UCA College of Business**

**MBA LEARNING GOALS AND OBJECTIVES**

**MBA Learning Goals:**

*The College of Business presumes that participants in a master’s level degree program possess the base of general knowledge and skills appropriate to an undergraduate degree. Learning in master’s level program develops in a more integrative, interdisciplinary fashion than in undergraduate education. Our master’s-level graduates shall possess:*

1. Dynamic Thinking Skills in a Global Environment;
2. Ethical Reasoning Abilities;
3. Effective Communication Abilities;
4. Effective Information Management Abilities;
5. Effective Leadership/Followership Abilities.

**For each Learning Goal, the CoB has defined at least one corresponding Learning Objective.**

**MBA Learning Objectives:**

1. *Global, Dynamic Thinking Skills*: Students will be able to
   1. Learning Objective 1a: provide organizations with effective executive management through decision making in uncertain, dynamic, global business situations
2. *Ethical Reasoning Abilities*: Students will be able to
   1. Learning Objective 2a: provide organizations with effective executive management by choosing ethical courses of action and by articulating the manner by which they arrived at their decision.
3. *Effective Communication Abilities*: Students will be able to
   1. Learning Objective 3a: provide organizations with effective executive management through their professional written communication skills.
   2. Learning Objective 3b: provide organizations with effective executive management through their professional oral communication skills.
4. *Effective Information Management Abilities*: Students will be able to
   1. Learning Objective4a: comprehend the strategic role of information systems in support of business activities.
5. *Effective Leadership/Followership Abilities*: Students will be able to
   1. Learning Objective5a: provide organizations with effective executive leadership under conditions of uncertainty requiring adaptation and innovation.
   2. Learning Objective 5b: provide organizations with effective executive management by acting as team members and collaborators.