

COB Graduate Student Learning Outcomes – HLC Proposed

Master of Business Administration

Students who complete the Master of Business Administration program will be able to:

1. Demonstrate in depth understanding of business knowledge and theory across the four major business disciplines of Management, Marketing, Accounting, and Finance. **[Business Knowledge and Application]**
2. Demonstrate in depth understanding of integrated business strategy formulation and application. **[Critical Thinking]**
3. Demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment. **[Global Perspectives]**
4. Demonstrate appropriate ability to ethically identify, access, evaluate, and apply business information in a business environment. **[Information Literacy]**
5. Demonstrate competencies in verbal skills using the latest technology when appropriate. **[Oral Communication]**
6. Demonstrate competencies in writing using the latest technology when appropriate. **[Written Communication]**

Leadership Master of Business Administration

Students who complete the Leadership Master of Business Administration program will be able to:

1. Demonstrate in depth understanding of graduate level business knowledge and theory across the major business disciplines. **[Business Knowledge and Application]**
2. Demonstrate an application of ethical principles in a personalized and preferred leadership structure and style. **[Ethical Leadership]**
3. Demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment. **[Global Perspectives]**
4. Demonstrate appropriate ability to ethically identify, access, evaluate, and apply business information in a business environment. **[Information Literacy]**
5. Demonstrate competencies in verbal skills using the latest technology when appropriate. **[Oral Communication]**
6. Demonstrate competencies in writing using the latest technology when appropriate. **[Written Communication]**

Master of Business Administration– Entrepreneurship Concentration

Students who complete the Master of Business Administration program with a concentration in Entrepreneurship will be able to:

1. Demonstrate in depth understanding of business knowledge and theory across the four major business disciplines of Management, Marketing, Accounting, and Finance. **[Business Knowledge and Application]**
2. Demonstrate in depth understanding of integrated business strategy formulation and application. **[Critical Thinking]**
3. Demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment. **[Global Perspectives]**
4. Demonstrate appropriate ability to ethically identify, access, evaluate, and apply business information in a business environment. **[Information Literacy]**
5. Demonstrate an integrated comprehensive depth and breadth of understanding of entrepreneurship.

Master of Business Administration – Accounting Concentration

Students who complete the Master of Business Administration program with a concentration in Accounting will be able to:

1. Demonstrate in depth understanding of business knowledge and theory across the four major business disciplines of Management, Marketing, Accounting, and Finance. **[Business Knowledge and Application]**
2. Demonstrate in depth understanding of integrated business strategy formulation and application. **[Critical Thinking]**
3. Demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment. **[Global Perspectives]**
4. Demonstrate appropriate ability to ethically identify, access, evaluate, and apply business information in a business environment. **[Information Literacy]**
5. Demonstrate an integrated comprehensive depth and breadth of understanding of accounting.

Master of Business Administration– Management Concentration

Students who complete the Master of Business Administration program with a concentration in Management will be able to:

1. Demonstrate in depth understanding of business knowledge and theory across the four major business disciplines of Management, Marketing, Accounting, and Finance. **[Business Knowledge and Application]**
2. Demonstrate in depth understanding of integrated business strategy formulation and application. **[Critical Thinking]**

3. Demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment. **[Global Perspectives]**
4. Demonstrate appropriate ability to ethically identify, access, evaluate, and apply business information in a business environment. **[Information Literacy]**
5. Demonstrate an integrated comprehensive depth and breadth of understanding of management.

Master of Business Administration– Marketing Concentration

Students who complete the Master of Business Administration program with a concentration in Marketing will be able to:

1. Demonstrate in depth understanding of business knowledge and theory across the four major business disciplines of Management, Marketing, Accounting, and Finance. **[Business Knowledge and Application]**
2. Demonstrate in depth understanding of integrated business strategy formulation and application. **[Critical Thinking]**
3. Demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment. **[Global Perspectives]**
4. Demonstrate appropriate ability to ethically identify, access, evaluate, and apply business information in a business environment. **[Information Literacy]**
5. Demonstrate an integrated comprehensive depth and breadth of understanding of marketing.

Master of Business Administration– Finance Concentration

Students who complete the Master of Business Administration program with a concentration in Finance will be able to:

1. Demonstrate in depth understanding of business knowledge and theory across the four major business disciplines of Management, Marketing, Accounting, and Finance. **[Business Knowledge and Application]**
2. Demonstrate in depth understanding of integrated business strategy formulation and application. **[Critical Thinking]**
3. Demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment. **[Global Perspectives]**
4. Demonstrate appropriate ability to ethically identify, access, evaluate, and apply business information in a business environment. **[Information Literacy]**
5. Demonstrate an integrated comprehensive depth and breadth of understanding of finance.

Master of Business Administration– International Business Concentration

Students who complete the Master of Business Administration program with a concentration in International Business will be able to:

1. Demonstrate in depth understanding of business knowledge and theory across the four major business disciplines of Management, Marketing, Accounting, and Finance. **[Business Knowledge and Application]**
2. Demonstrate in depth understanding of integrated business strategy formulation and application. **[Critical Thinking]**
3. Demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment. **[Global Perspectives]**
4. Demonstrate appropriate ability to ethically identify, access, evaluate, and apply business information in a business environment. **[Information Literacy]**
5. Demonstrate an integrated comprehensive depth and breadth of understanding of International Business.

Master of Business Administration– Non-Profit Management Concentration

Students who complete the Master of Business Administration program with a concentration in Non-Profit Management will be able to:

1. Demonstrate in depth understanding of business knowledge and theory across the four major business disciplines of Management, Marketing, Accounting, and Finance. **[Business Knowledge and Application]**
2. Demonstrate in depth understanding of integrated business strategy formulation and application. **[Critical Thinking]**
3. Demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment. **[Global Perspectives]**
4. Demonstrate appropriate ability to ethically identify, access, evaluate, and apply business information in a business environment. **[Information Literacy]**
5. Demonstrate an integrated comprehensive depth and breadth of understanding of non-profit management.