

College of Business MBA Program Matrix

Master of Business Administration Program				
College of Business Program Goal	Program Outcome	Supporting Course Outcomes	Performance Activity	Type
Demonstrate business knowledge and application.	Apply business theories and demonstrate in-depth comprehensive understanding of business knowledge and theory across the four major business disciplines of Accounting, Finance, Management, and Marketing.	Demonstrate the foundational strategic integration of accounting, finance, management, and marketing within the framework of problem identification, strategy, and decision making to develop corrective-action techniques (GBUS 578/GBUS 579).	Completion of the Major Field Test (GBUS 578/GBUS 579).	External, summative
Demonstrate critical thinking.	Apply and demonstrate an in-depth understanding of integrated business strategy formulation and application.	Demonstrate the foundational strategic integration of accounting, finance, management, and marketing within the framework of problem identification, strategy, and decision making to develop corrective-action techniques (GBUS 578/GBUS 579).	Completion of the Major Field Test (GBUS 578/GBUS 579).	External, summative
		Demonstrate the foundational strategic integration of accounting, finance, management, and marketing within the framework of problem identification, strategy, and decision making to develop corrective-action techniques (GBUS 579).	Completion of strategic management final presentation (GBUS 579).	Internal, summative
Demonstrate effective oral communication skills.	Apply and demonstrate the effective utilization of verbal communication skills incorporating appropriate presentation technology within a contemporary business context.	Demonstrate a thorough examination of marketing strategy and marketing management to develop a comprehensive marketing plan and oral presentation for an organization (GMKT 564).	Completion of oral presentation of a marketing report (GMKT 564).	Internal, summative
Demonstrate global perspectives.	Apply and demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment.	Demonstrate a conceptualization of the systematic nature of an organization and the strategic management component required to be successful in a competitive global market (GMGT 561).	Completion of a cultural report (GMGT 561).	Internal, summative

Demonstrate information literacy.	Apply and demonstrate an appropriate ability to ethically access, evaluate, and utilize business information in a business environment.	Demonstrate an ability to access information resources vital to sound business decision-making through ethical identification and evaluation of the resources to communicate competitive intelligence research findings (GBUS 574).	Completion of competitive business intelligence final project (GBUS 574).	Internal, summative
Demonstrate effective written communication skills.	Apply and demonstrate the effective utilization of written communication skills within a contemporary business context.	Demonstrate a conceptualization of the systematic nature of an organization and the strategic management component required to be successful in a competitive global market through a research report (GMGT 561).	Completion of research report (GMGT 561).	Internal, summative