

College of Business MBA-L Program Matrix

Master of Business Administration in Leadership 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 Peregrine Test (GBUS 578/GBUS 579).	External, summative
Demonstrate ethical leadership.	Apply and demonstrate ethical reasoning for leaders on business topics or social issues in a business context.	Demonstrate ethical conclusions and defend findings through comprehensive research, analysis, and a summarization of the studied results (GBUS 572).	Completion of ethical leadership final research project (GBUS 572).	Internal, summative
Demonstrate effective written communication skills.	Apply and demonstrate the effective utilization of written communication skills within a contemporary business context.	Demonstrate written communication competencies through integrated business strategy formulation and detailed application of an organization's strategic direction (LMBA 565).	Completion of a written strategic plan for an organization (LMBA 565).	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 thorough research, analysis, and conclusions of ethical leadership findings on a chosen topic related to the course and present an oral defense of potential decisions (GBUS 572).	Completion of ethical leadership oral communication presentation (GBUS 572).	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 and utilize organizational characteristics such as formalization, specialization, and centralization to decide how to structure a new organization in a foreign and competitive marketplace (LMBA 551).	Completion of global management perspectives foreign market report (LMBA 551).	Internal, summative

Demonstrate information literacy.	Apply and demonstrate an appropriate ability to ethically access, evaluate, and utilize business information as a business leader 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
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