

MBA Learning Goals and Objectives
Approved by LSBE Senate on Wednesday, April 29, 2015

GENERAL KNOWLEDGE AND SKILLS
[OR “CORE KNOWLEDGE AND SKILLS”]

- 1. Communicate effectively in business contexts.**
LO 1A: Produce professional quality business documents.
LO 1B: Deliver professional quality business-oriented presentations.

- 2. Diagnose and evaluate accurately business problems to make effective managerial decisions.**
LO 2A: Use appropriate quantitative tools and techniques to analyze business problems.
LO 2B: Apply quantitative information to make effective decisions.
LO 2C: Apply qualitative information, tools/techniques, and appropriate theories to make effective decisions.

- 3. Integrate ethical and global perspectives in managerial decisions.**
LO 3A: Identify and resolve ethical and legal issues in managerial situations.
LO 3B: Identify and analyze relevant global issues in managerial situations.

MANAGEMENT SPECIFIC KNOWLEDGE AND SKILLS

- 4. Demonstrate an advanced level of business acumen.**
LO 4A: Know the core functional business areas from a managerial perspective: accounting, finance, management [human resources and operations], and marketing.
LO 4B: Integrate knowledge of the core functional business areas that reflect cross-functional aspects of management.

- 5. Demonstrate knowledge and skills to be effective leaders.**
LO 5A: Explore their leadership qualities and identify opportunities for leadership development.
LO 5B: Apply knowledge of individuals, groups, and the organizational context to influence and direct the work of others effectively.