

## IMBA Degree Learning Outcomes

### Goal 1: Graduates will be leaders.

- ◆ Understand how leaders can be positive role models.
- ◆ Understand how leaders motivate and inspire groups and individuals.
- ◆ Understand how leaders communicate a vision.

### Goal 2: Graduates will be technologically competent.

- ◆ Demonstrate proficiency in the use of business application software packages for financial analysis of data.
- ◆ Demonstrate proficiency in utilizing the internet to collect relevant business research data.
- ◆ Demonstrate proficient use of current communication technologies to gather, organize, transmit, and present information in a manner that enhances business processes and productivity.
- ◆ Demonstrate proficiency in the use of analytical tools and their applications.

### Goal 3: Graduates will be knowledgeable of social and ethical issues and trends affecting business.

- ◆ Understand how social, ethical, and cultural trends affect business.
- ◆ Understand differences across markets and customers.
- ◆ Understand how social and ethical issues affect organizational strategies, structures, and systems.

### Goal 4: Graduates will be knowledgeable in functional areas and their integration.

- ◆ Understand and use disciplinary knowledge and skills.
- ◆ Integrate disciplinary expertise across functional areas.

### Goal 5: Graduates will be critical thinkers and problem solvers.

- ◆ Demonstrate proficiency in identifying and framing common organizational problems.
- ◆ Determine the relevant decision criterion for solving the problem.
- ◆ Given the decision criteria, identify and analyze relevant alternatives.

### Goal 6: Graduates will be sensitive to social, ethical, and multi-cultural issues in the international business environment.

- ◆ Interpret business issue(s) in social, ethical, and multicultural contexts.
- ◆ Examine cultural differences between and among IMBA track countries.
- ◆ Demonstrate flexibility and adaptability in multi-cultural environments.