

MSBA Degree Learning Outcomes

Goal 1: Graduates will be competent in the use of technology.

- ◆ Use typical business application software packages effectively.
- ◆ Demonstrate how to use social media to achieve business objectives.

Goal 2: Graduates will be effective communicators.

- ◆ State purpose: early, clearly, creatively, skillfully.
- ◆ Organize and develop: structure, connect, separate, and flow.

Goal 3: Graduates will be knowledgeable about threats and opportunities in a global society.

- ◆ Identify past, current and emerging global trends affecting organizations.
- ◆ Identify sources of information needed to track global trends affecting organizations.

Goal 4: Graduates will be problem solvers.

- ◆ Explain important theories and concepts needed to solve problems.
- ◆ Evaluate problem solving theories and concepts and the arguments surrounding them.