

GFCB Undergraduate Learning Goals and Objectives

Goal 1: Communication

Our students will be able to communicate effectively in written and oral forms

Objectives

1. Our graduates will be able to present information in a coherent and organized manner
2. Our graduates will be able to deliver information in an understandable and audible manner
3. Our graduates will be able to use multimedia and visual aids in their presentations appropriately
4. Our graduates will be able to write in a coherent and organized manner
5. Our graduates will be able to write using proper grammar and syntax

Goal 2: Legal and Ethical Awareness

Our students will demonstrate an awareness of legal and ethical issues in business and society

Objectives

6. Our graduates will recognize legal issues in business contexts
7. Our graduates will be able to recognize ethical issues for different business situations
8. Our graduates will demonstrate knowledge of corporate governance issues as they relate to the responsibilities of business and society

Goal 3: Critical and Strategic Thinking

Our students will demonstrate strategic problem solving skills using integrated business knowledge

Objectives

9. Our students will be able to identify business problems.
10. Our students will be able to identify alternative solutions by applying discipline-specific theories and models.
11. Our students will demonstrate awareness of various stakeholder groups in the development of alternative solutions.

Goal 4: Global Awareness

Our students will be able to explain the increasingly integrated world economy and the forces behind this integration

Objectives

12. Our graduates will be able to identify issues with global trading
13. Our graduates will have an understanding of global business concepts

Goal 5: Discipline Knowledge

Objective

14. Students will be able to pass an exam of discipline concepts and terms

MBA Learning Goals and Objectives

Gordon Ford College of Business MBA Graduates will demonstrate

Goal 1. Discipline Knowledge: ...*demonstrate understanding of knowledge in relevant business disciplines*

Objective

1. Our graduates will be able to demonstrate that they know the concepts and applications acknowledged as important in the multiple business disciplines represented in the curriculum.

Goal 2. Qualitative Reasoning: ...*demonstrate the skill of integrating discipline knowledge to identify, analyze, and offer solutions to business problems and situations*

Objectives

2. Graduates will be able to identify and analyze organizational problems.
3. Graduates will be able to generate effective solutions to organizational problems including ethical issues.

Goal 3. Quantitative Reasoning: ...*apply quantitative modeling and data analysis techniques that can solve real world business problems and employ tools and technologies to effectively communicate this analysis.*

Objective

4. Graduates will effectively analyze business data using modern techniques and tools. 5. Graduates will present quantitative data and analysis and communicate it in an effective manner.

Goal 4. Teamwork/Communication: ...*have the communication, collaboration, and team skills necessary to successfully complete a project.*

Objectives

6. Graduates will be able to effectively communicate with others on a project in a team environment by using appropriate written and/or oral communication.
7. Graduates will collaborate with team members to effectively complete a project.

*Additional Professional MBA (PMBA) Learning Goal: **Global Awareness:** Professional MBA students will demonstrate an understanding of business and intercultural similarities and differences between the US and other nations which impact business.*

Objectives

- E1. PMBA graduates will identify international cultural similarities and differences which impact businesses and organizations.
- E2. PMBA graduates will identify international business practice similarities and differences.