University of North Alabama College of Business  
Learning Goals and Objectives  
(Approved at College Wide Faculty/Staff Meeting on 11/29/2017)  

Fall 2017  

Graduate – MBA and EMBA  

1. Our MBA graduates will be capable of leading through effective communication. Learning objective includes the ability to:  
   a. organize information for appropriate communication strategies  
   b. communicate persuasively  

2. Our MBA graduates will be capable decision-makers. Learning objective includes the ability to:  
   a. synthesize information  
   b. make an informed decision  

3. Our MBA graduates will be critical thinkers. Learning objective includes the ability to:  
   a. demonstrate steps in a logical progression  
   b. apply ethical framework  

4. Our MBA graduates will be prepared to manage global business operations. Learning objective includes the ability to:  
   a. identify the factors that affect global business  
   b. analyze the factors that affect global business