

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 – MAcc (approved by COBACC on 2/13/2019)

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

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

4. Our Our MAcc graduates will have the ability to detect fraudulent activity. Learning objectives includes the ability to:
 - a. demonstrate knowledge in financial transactions, fraud schemes, and fraud prevention and deterrence and
 - b. demonstrate knowledge in investigation and law related to fraud