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 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