

University of North Alabama College of Business

Learning Goals and Objectives

(Approved at College Wide Faculty/Staff Meeting on 11/29/2017)

Fall 2017

Undergraduate

1. Our graduates will be effective communicators. Learning objectives include the ability to:
 - a. convey information in written form
 - b. prepare and make oral presentations
2. Our graduates will be problem solvers. Learning objectives include the ability to:
 - a. identify business and economic problems and their constraints
 - b. propose solutions
3. Our graduates will have ethical awareness. Learning objective includes the ability to:
 - a. identify ethical situations and dilemmas
4. Our graduates will have an awareness of global business. Learning objective includes the ability to:
 - a. identify features of global business

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