



I. Program Level Goals (PLG) and Degree Learning Outcomes (DLO) for the Executive Master of Business Administration degree

PLG 1: Develop a solid foundation in theoretical concepts and managerial skills needed to lead business organizations.

- DLO 1. Apply theoretical concepts in accounting, statistics, organizational behavior, finance, economics, marketing, and operations to make business decisions.
- DLO 2. Employ methods of accounting, statistical data analysis, organizational behavior, finance, economics, marketing, and operations to support business decision making.

PLG 2: Develop an awareness of the domestic and global economic, legal, ethical, and technological environment in which managers make and implement decisions.

- DLO 3. Identify and critically analyze salient legal and moral business issues.
- DLO 4. Evaluate the impact that changes in the domestic and global economic environment have on the business climate.
- DLO 5. Analyze the impact that technological and product innovations have on the competitiveness of firms.

PLG 3: Enhance skills needed to lead business organizations

- DLO 6. Negotiate and collaborate with others in situations with differing interests and objectives.
- DLO 7. Lead a multidisciplinary team.

PLG 4: Acquire the capacity to formulate strategies to solve business problems and pursue opportunities.

- DLO 8. Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.
- DLO 9. Formulate strategies to solve business problems and pursue opportunities.

PLG Goal 5: Demonstrate communication skills.

- DLO 10. Write clear and effective reports.
- DLO 11. Make professional oral presentations.