

**WEBSTER UNIVERSITY**  
**SCHOOL OF BUSINESS AND TECHNOLOGY**

**PROGRAM LEARNING OUTCOMES**

**FALL 2006**  
**PREPARED BY OFFICE OF ACADEMIC ASSESSMENT**

**SCHOOL OF BUSINESS AND TECHNOLOGY PROGRAM LEARNING OUTCOMES**

**Business Department**

**Management Department**

**Math and Computer Science Department**

<i>DEGREE</i>	<i>MAJOR</i>	<i>LEARNING OUTCOMES</i>
<i>Graduate</i>		
<b>M.B.A.</b>	<b>Master of Business Administration</b> Business 6120 Business 6200 Finance 5880	<p>Goal 1: Webster University MBAs possess foundation knowledge in each of the primary functional areas of business.</p> <p>Learning Outcome 1a: The MBA understands the important facts, terminology, concepts, principles, and theories in the area of Accounting.</p> <p>Learning Outcome 1b: The MBA understands the important facts, terminology, concepts, principles, and theories in the area of Microeconomics.</p> <p>Learning Outcome 1c: The MBA will understand the important facts, terminology, concepts, principles, and theories in the area of Finance.</p> <p>Learning Outcome 1d: The MBA understands the important facts, terminology, concepts, principles, and theories in the area of Marketing.</p> <p>Learning Outcome 1e: The MBA understands the important facts, terminology, concepts, principles, and theories in the area of Organizational Behavior.</p> <p>Learning Outcome 1f: The MBA understands the important facts, terminology, concepts, principles, and theories in the area of Operations Management.</p> <p>Learning Outcome 1g: The MBA understands the important facts, terminology, concepts, principles, and theories in the area of Strategy.</p> <hr/> <p>Goal 2: Webster University MBAs are able to solve semi-structured business problems.</p> <p>Learning Outcome 2a: The MBA can utilize statistical analysis to assess product demand conditions.</p> <p>Learning Outcome 2b: The MBA can utilize financial analysis to assess an organization's financial condition.</p> <p>Learning Outcome 2c: The MBA can utilize industry analysis to assess market position.</p> <hr/> <p>Goal 3: Webster University MBAs are able to solve unstructured business problems.</p> <p>Learning Outcome 3: The MBA can address unstructured business problems that span multiple functional areas.</p>

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<b>Graduate</b>		
<b>MS</b>	<b>Finance</b> Business 6050 Finance 5210 Finance 5830 Finance 5870 Finance 6290	<ol style="list-style-type: none"><li>1. Students can determine the value of financial assets.<ol style="list-style-type: none"><li>a. Students can determine the value of fixed income securities.</li><li>b. Students can calculate the value of equity securities.</li><li>c. Students can discuss market functioning and explain the role efficient markets play in security valuation.</li><li>d. Students can describe the impact of economic conditions on the value of financial assets.</li></ol></li><li>2. Students can analyze the financial decisions of a corporation.<ol style="list-style-type: none"><li>a. Students can evaluate capital budgeting decisions using standard methodologies.</li><li>b. Students can explain the impact of capital structure decisions on financial performance and cost of capital.</li><li>c. Students can identify agency problems within a corporation and formulate strategies to address them.</li><li>d. Students can utilize financial analysis to assess an organization's financial condition.</li></ol></li><li>3. Students can measure risk and formulate strategies to reduce it.<ol style="list-style-type: none"><li>a. Students can evaluate credit and interest rate risk.</li><li>b. Students can construct strategies to reduce risk using derivatives.</li></ol></li></ol> <hr/>
<b>MS</b>	<b>Computer Science</b> COSC 5000 COSC 5010 COSC 5020 COSC 5040 COSC 5050 COSC 6000	<ol style="list-style-type: none"><li>1. Students will demonstrate critical thinking skills.</li><li>2. Students will demonstrate the ability to solve problems related to the program content.</li><li>3. Students will demonstrate an understanding of the concepts and principles of distributed systems.</li><li>4. Students will be able to analyze, design, and implement a distributed system application using techniques and models from the computer science program.</li><li>5. Students will be able to document a distributed system application including both user documentation and technical documentation.</li><li>6. Students will be able to make a formal presentation of a distributed systems project including demonstrating the working application.</li></ol> <hr/>
<b>MA</b>	<b>Business</b>	<b>Discussion underway.</b> <hr/>

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<i>DEGREE</i>	<i>MAJOR</i>	<i>LEARNING OUTCOMES</i>
<i>Graduate</i>		
<b>MA</b>	<b>Business and Organizational Security Management</b> SECR 6000	<ol style="list-style-type: none"> <li>1. Graduates will explain the important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of business and organizational security management.</li> <li>2. Graduates will be able to effectively apply important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of business and organizational security management when analyzing complex factual situations.</li> <li>3. Graduates will be able to effectively integrate (or synthesize) important facts, concepts, principles, and theories in the field of business and organizational security management when developing situations to multifaceted business and organizational security management problems in complex factual situations.</li> </ol>
<b>MA</b>	<b>Health Care Management</b> HRMG 6000.....	1. Graduates will explain the important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of health care management.
	HRMG 5920.....	2. Graduates will be able to effectively apply important terminology, facts, concepts, principles, analytic techniques, and theories used in the field health care management when analyzing complex factual situations.
	HRMG 6000.....	
	HRMG 5920.....	3. Graduates will be able to effectively integrate (or synthesize) important facts, concepts, principles, and theories in the field of health care management when developing situations to multifaceted health care management problems in complex factual situations.
	HRMG 6000 .....	
<b>MA</b>	<b>Health Services Management</b> HRMG 6000.....	1. Graduates will explain the important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of health services management.
	HRMG 5920.....	2. Graduates will be able to effectively apply important terminology, facts, concepts, principles, analytic techniques, and theories used in the field health services management when analyzing complex factual situations.
	HRMG 6000 .....	
	HRMG 5920.....	3. Graduates will be able to effectively integrate (or synthesize) important facts, concepts, principles, and theories in the field of health services management when developing situations to multifaceted health services management problems in complex factual situations.
	HRMG 6000.....	

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<i>DEGREE</i>	<i>MAJOR</i>	<i>LEARNING OUTCOMES</i>
<i>Graduate</i>		
<b>MA</b>	<b>Human Resources Development</b> (All courses assess learning outcome # 1) HRDV 500 MNGT 5590 HRDV 5560 HRDV 5610 HRDV 5630 HRDV 5700 HRDV 6000  (All courses assess learning outcome # 2) HRDV 5560 HRDV 5610 HRDV 5630 HRDV 5700 HRDV 6000  (All courses assess learning outcome # 3) HRDV 5560 HRDV 5610 HRDV 5630 HRDV 5700 HRDV 5750 HRDV 6000	<ol style="list-style-type: none"><li>1. Students will demonstrate, through a written exam, their comprehension of the mandatory topics.</li><li>2. Students will be able to analyze complex factual situations using the important facts, concepts and theories of the Human Resources Development field to help diagnose best practices, problems, and opportunities for program development.</li><li>3. Students will be able to integrate theories and models to develop solutions to complex HRD problems. They demonstrate the effectiveness of their solutions using either quantitative or qualitative criteria.</li></ol> <hr/>
<b>MA</b>	<b>Human Resources Management</b> (All courses assess learning outcome # 1) HRMG 5000 HRMG 5670 HRMG 5700 HRMG 5800 HRMG 5920 HRMG 6000 MNGT 5590 FINC 5570	<ol style="list-style-type: none"><li>1. Graduates will explain the important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of human resources management.</li></ol>

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<i>DEGREE</i>	<i>MAJOR</i>	<i>LEARNING OUTCOMES</i>
<i>Graduate</i> MA	<b>Human Resources Management (con't).</b> (All courses assess learning outcome # 2) HRMG 5000 HRMG 5670 HRMG 5700 HRMG 5800 HRMG 5920 HRMG 6000 MNGT 5590	2. Graduates will be able to effectively apply important terminology, facts, concepts, principles, analytic techniques, and theories used in the field human resources management when analyzing complex factual situations.
	(All courses assess learning outcome # 3) HRMG 5700 HRMG 5800 HRMG 5920 HRMG 6000	3. Graduates will be able to effectively integrate (or synthesize) important facts, concepts, principles, and theories in the field of human resources management when developing situations to multifaceted human resources management problems in complex factual situations.
MA	<b>Information &amp; Technology Management</b>	<b>Discussion underway.</b>
MA	<b>Management &amp; Leadership</b> (All courses assess learning outcome # 1) MNGT 5000 MNGT 5590 MNGT 5650 MNGT 5670 MNGT 6000 HRMG 5000 HRDV 5630 FINC 5570	1. Graduates will explain the important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of management and leadership.
	(All courses assess learning outcome # 2) MNGT 5000 MNGT 5590 MNGT 5650 MNGT 6000 HRMG 5000 HRDV 5630	2. Graduates will be able to effectively apply important terminology, facts, concepts, principles, analytic techniques, and theories used in the field management and leadership when analyzing complex factual situations.

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<i>DEGREE</i>	<i>MAJOR</i>	<i>LEARNING OUTCOMES</i>
<i>Graduate</i>		
<b>MA</b>	<b>Management &amp; Leadership (con't).</b> (All courses assess learning outcome # 3) MNGT 5000 MNGT 5590 MNGT 5650 MNGT 5670 MNGT 6000 HRDV 5630	3. Graduates will be able to effectively integrate (or synthesize) important facts, concepts, principles, and theories in the field management and leadership when developing situations to multifaceted management and leadership problems in complex factual situations.
<b>MA</b>	<b>Marketing</b> (All courses assess learning outcome # 1) MRKT 5890 MRKT 5970 MRKT 6000  (All courses assess learning outcome # 2) MRKT 5000 MRKT 5960 MRKT 5980 MRKT 6000  All courses assess learning outcome # 3) MRKT 5000 MRKT 5920 MRKT 5960 MRKT 5980 MRKT 6000  (All courses assess learning outcome # 4) MRKT 5000 MRKT 5920 MRKT 5960 MRKT 5980 MRKT 6000	1. Graduates will be able to develop a complete marketing research document which involves gathering the information, analyzing the information, analyzing the data collected, and forecasting the critical information which is in support of the marketing plan.  2. Graduates will be able to demonstrate the ability to identify and select markets for specific products to be targeted.  3. Graduates will be able to demonstrate and quantitatively understand the nature of the marketing mix, and the judgment required for allocating scarce resources across the marketing mix.  4. Graduates will be able to demonstrate the ability to develop a fully integrated promotion plan to support the overall marketing plan.

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<i>DEGREE</i>	<i>MAJOR</i>	<i>LEARNING OUTCOMES</i>
<i>Graduate</i>		
<b>MA</b>	<b>Marketing (con't).</b> (All courses assess learning outcome # 5) MRKT 5000 MRKT 5890 MRKT 5920 MRKT 5960 MRKT 5970 MRKT 5980 MRKT 6000  (All courses assess learning outcome # 6) MRKT 6000 MRKT 5920 MRKT 5960 MRKT 5980 MRKT 6000  (All courses assess learning outcome # 7) MRKT 5000 MRKT 5920 MRKT 5960 MRKT 5970 MRKT 5980 MRKT 6000	5. Graduates will be able to create a comprehensive marketing plan for a product or service.  6. Graduates will be able to create channel of distribution plan which gives strategic competitive advantage to their marketing plan.  7. Graduates will be able to give professional presentations of their marketing plans.
<b>MA</b>	<b>Procurement &amp; Acquisition Mngt.</b> (This course assesses learning outcomes 1, 2, and 3) PROC 6000	1. Graduates will explain the important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of procurement and acquisition management. 2. Graduates will be able to effectively apply important terminology, facts, concepts, principles, analytic techniques, and theories used in the field procurement and acquisitions management when analyzing complex factual situations. 3. Graduates will be able to effectively integrate (or synthesize) important facts, concepts, principles, and theories in the field procurement and acquisitions management when developing situations to multifaceted procurement and acquisitions management problems in complex factual situations.

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<i>DEGREE</i>	<i>MAJOR</i>	<i>LEARNING OUTCOMES</i>
<i>Graduate</i>		
<b>MA</b>	<b>Public Administration</b> (This course assesses learning outcomes 1, 2, and 3) PADM 6000	<ol style="list-style-type: none"><li>1. Graduates will explain the important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of public administration.</li><li>2. Graduates will be able to effectively apply important terminology, facts, concepts, principles, analytic techniques, and theories used in the field public administration when analyzing complex factual situations.</li><li>3. Graduates will be able to effectively integrate (or synthesize) important facts, concepts, principles, and theories in the field public administration when developing situations to multifaceted public administration problems in complex factual situations.</li></ol> <hr/>
<b>MS</b>	<b>Space Systems Operations Mngt.</b> (This course assesses learning outcomes 1, 2, and 3) SPSM 6000	<ol style="list-style-type: none"><li>1. Graduates will explain the important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of space systems operations management.</li><li>2. Graduates will be able to effectively apply important terminology, facts, concepts, principles, analytic techniques, and theories used in the field space systems operations management when analyzing complex factual situations.</li><li>3. Graduates will be able to effectively integrate (or synthesize) important facts, concepts, principles, and theories in the field space systems operations management when developing situations to multifaceted space systems operations management problems in complex factual situations.</li></ol> <hr/>
<b>MA</b>	<b>Information Management Technology</b> (All courses assess learning outcome # 1) ITM 5000 ITM 5100 ITM 5400 ITM 6000  (All courses assess learning outcome # 2) ITM 5100 ITM 5400 ITM 5600 ITM 6000	<ol style="list-style-type: none"><li>1. Graduates will explain the important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of information management technology.</li><li>2. Graduates will be able to effectively apply important terminology, facts, concepts, principles, analytic techniques, and theories used in the field information management technology when analyzing complex factual situations.</li></ol>

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<i>DEGREE</i>	<i>MAJOR</i>	<i>LEARNING OUTCOMES</i>
<i>Graduate</i>		
<b>MA</b>	<b>Information Management Technology (con't).</b> (All courses assess learning outcome # 3) ITM 5200 ITM 5300 ITM 5400 ITM 5600 ITM 6000	<ol style="list-style-type: none"><li>3. Graduates will be able to effectively integrate (or synthesize) important facts, concepts, principles, and theories in the field information technology management when developing situations to multifaceted information technology management problems in complex factual situations.</li></ol> <hr/>
<b>D.Mgt</b>	<b>Doctor of Management</b> (This course assesses learning outcomes 1, 2, and 3) DMGT 7000	<ol style="list-style-type: none"><li>1. Graduates will explain the important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of doctor of management.</li><li>2. Graduates will be able to effectively apply important terminology, facts, concepts, principles, analytic techniques, and theories used in the field doctor of management when analyzing complex factual situations.</li><li>3. Graduates will be able to effectively integrate (or synthesize) important facts, concepts, principles, and theories in the field doctor of management when developing situations to multifaceted doctor of management problems in complex factual situations.</li></ol>

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<b><i>DEGREE</i></b>	<b><i>MAJOR</i></b>	<b><i>LEARNING OUTCOMES</i></b>
<b><i>Undergraduate</i></b>		
<b>BS</b>	<b>Accounting</b> ACCT 3040	1.a. Students can prepare a complete set of financial statements. <ol style="list-style-type: none"><li>Can prepare journal entries in good form and prepare trial balance in accordance with GAAP.</li><li>Can prepare adjusting entries in good form in accordance with GAAP.</li><li>Can prepare an income statement in the proper format in accordance with GAAP.</li><li>Can prepare a classified balance sheet in the proper format in accordance with GAAP.</li><li>Can prepare a cash flow statement in proper format in accordance with GAAP.</li><li>Can prepare closing entries and post closing trial balance in good form in accordance with GAAP.</li></ol>
	ACCT 4900	1.b. Students can determine whether financial statements are prepared in accordance with Generally Accepted Accounting Principles. <ol style="list-style-type: none"><li>Students can quantify the sufficiency of audit evidence.</li><li>Students can identify and apply Generally Accepted Auditing Standards to an audit engagement.</li><li>Students can identify the characteristics of a strong or weak internal control environment.</li></ol>
	ACCT 4020	2.a. Students can analyze financial statements using financial ratios. <ol style="list-style-type: none"><li>Students understand accounting principles used to prepare financial statements.</li><li>Students can analyze financial statements using common size and trend analysis.</li><li>Students can analyze financial statements using ratio analysis.</li><li>Students can analyze a cash flow statement using ratio and common size analysis.</li><li>Students understand equity and valuation issues.</li><li>Students have an understanding of long-term debt paying ability.</li></ol>
	ACCT 3025	2.b. Students can use financial information to make decisions about the allocation of financial resources of an enterprise. <ol style="list-style-type: none"><li>Students can define the decision-making issues/problems and identify alternative solutions.</li><li>Students can identify relevant costs of each alternative.</li><li>Students can perform cost/benefit analysis.</li><li>Students can identify and evaluate qualitative factors.</li><li>Students can make and support recommendations.</li></ol>
	ACCT 3075	3.a. Students can manually prepare a personal tax return. <ol style="list-style-type: none"><li>Students can determine and measure income items.</li><li>Students can determine and measure items deducted from AGI.</li><li>Students can compute personal dependency exemptions.</li><li>Students can determine and measure items to be included in itemized deductions.</li><li>Students can determine and calculate tax credits.</li><li>Students can calculate taxable income and compute tax amount.</li></ol>

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<i>DEGREE</i>	<i>MAJOR</i>	<i>LEARNING OUTCOMES</i>
<i>Undergraduate</i>		
<b>BS</b>	<b>Accounting (con't).</b> ACCT 3080	3.b. Students can manually prepare a corporate tax return. <ul style="list-style-type: none"><li>a. Can compute the corporate income tax.</li><li>b. Can compute the basis of stock of the shareholder and the corporation.</li><li>c. Can compute the tax difference between debt and equity investments.</li><li>d. Can compute the tax treatment of shareholder debt and stock losses.</li><li>e. Can compute the tax treatment of distributions from corporations.</li><li>f. Can compute a corporation's earning and profits.</li><li>g. Can compute the tax treatment of dividends for individual shareholders.</li><li>h. Can compute the tax consequences of complete liquidations for both the corporation and its shareholders.</li></ul>
	ACCT 3200	3.c. Students demonstrate an understanding of how the legal environment affects the accounting profession. <ul style="list-style-type: none"><li>a. Students understand the agency relationship in a business environment.</li><li>b. Students can identify the basic elements of a valid contract.</li><li>c. Students understand the legal issues related to debtor and creditor relationships.</li><li>d. Students understand the legal issues related to the governments regulation of business.</li><li>e. Students understand legal issues related to the sale of goods covered under the Uniform Commercial Code.</li><li>f. Students understand the legal issues related to real property and insurance.</li></ul>
	ACCT 3800	4.a. Students can develop and retrieve financial data from a database system. <ul style="list-style-type: none"><li>a. Students can design and create database tables.</li><li>b. Students can identify and create relationships between tables in a relational database.</li><li>c. Students can design and create reports using a database.</li><li>d. Students can design and create database forms.</li><li>e. Students can create menus for a database.</li></ul>
	ACCT 3040	4. b. Students can configure an accounting system, process transactions and prepare a trial balance and Financial statements using an approved accounting software package. <ul style="list-style-type: none"><li>a. Students can configure an accounting system using an approved accounting software package.</li><li>b. Students can process transactions using an approved accounting software package.</li><li>c. Students can prepare a trial balance using an approved accounting software package.</li><li>d. Students can prepare financial statements in good form using an approved accounting software package.</li></ul>
<b>BBA</b>	<b>Bachelor of Business Administration</b>	<b>Discussion underway.</b>



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<i>Undergraduate</i>		
<b>BS</b>	<b>Computer Science</b> COSC 1540 COSC 1550 COSC 1560 COSC 1570 COSC 2250 COSC 2610 COSC 2810 COSC 3100	<ol style="list-style-type: none"> <li>1. Students will demonstrate critical thinking skills.</li> <li>2. Students will demonstrate the ability to solve problems related to the program content.</li> <li>3. Students will demonstrate an understanding of the concepts and principles of computer information systems.</li> <li>4. Students will be able to analyze, design and implement a computer application using techniques and models from the computer science program.</li> <li>5. Students will be able to document a computer system including both user documentation and technical documentation.</li> <li>6. Students will be able to make a formal presentation of a paper or a project including demonstrating a working application.</li> </ol>
<b>BA</b>	<b>Mathematics</b> MATH 1610 MATH 2600 MATH 3010 MATH 3160 MATH 3200 MATH 3220	<ol style="list-style-type: none"> <li>1. Students will demonstrate critical thinking skills.</li> <li>2. Students will demonstrate the ability to solve problems related to the program content.</li> <li>3. Students will gain in depth knowledge of Calculus.</li> <li>4. Students will become acquainted with a variety of mathematics, chosen from applied and/or theoretical topics.</li> </ol>
<b>BS</b>	<b>Mathematics</b> MATH 1610 MATH 2600 COSC 1560 COSC 1570 MATH 3010 MATH 3110 MATH 3160 MATH 3200 MATH 3220	<ol style="list-style-type: none"> <li>1. Students will demonstrate critical thinking skills.</li> <li>2. Students will demonstrate the ability to solve problems related to the program content.</li> <li>3. Students will gain in depth knowledge of Calculus.</li> <li>4. Students will become acquainted with a variety of mathematics, chosen from applied and/or theoretical topics.</li> <li>5. Students will gain basic computer programming skills.</li> </ol>

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***DEGREE***  
***Undergraduate***

***MAJOR***

***LEARNING OUTCOMES***

**BA**

**Management**

(All courses assess learning outcome # 1)

MNGT 2100

MNGT 3290

MNGT 3400

MNGT 3420

MNGT 3450

MNGT 4400

MNGT 4420

MNGT 4600

1. Graduates will explain the important terminology, facts, concepts, principles, analytic techniques and theories used in management.

(All courses assess learning outcome # 2)

MNGT 3400

MNGT 3420

MNGT 3450

MNGT 4400

MNGT 4420

MNGT 4600

2. Graduates will be able to identify and apply appropriate terminology, facts, concepts, principles, analytic techniques and theories used in management when analyzing moderately complex situations.

(All courses assess learning outcome # 3)

MNGT 3400

MNGT 3450

MNGT 4600

3. Graduates will be able to synthesize and integrate important concepts, principles, and theories used in management into solutions to moderately complex management problems.