

IMBA Learning Outcomes (v1.0)

Used prior to 2020

IMBA Degree Learning Outcomes

Goal 1: Graduates will be leaders

- Understand how leaders can be positive role models.
- Understand how leaders motivate and inspire groups and individuals.
- Understand how leaders communicate a vision.

Goal 2: Graduates will be technologically competent

- Demonstrate proficiency in the use of business application software packages for financial analysis of data.
- Demonstrate proficiency in utilizing the internet to collect relevant business research data.
- Demonstrate proficient use of current communication technologies to gather, organize, transmit, and present information in a manner that enhances business processes and productivity.
- Demonstrate proficiency in the use of analytical tools and their applications.

Goal 3: Graduates will be knowledgeable of social and ethical issues and trends affecting business

- Understand how social, ethical, and cultural trends affect business.
- Understand differences across markets and customers.
- Understand how social and ethical issues affect organizational strategies, structures, and systems.

Goal 4: Graduates will be knowledgeable in functional areas and their integration

- Understand and use disciplinary knowledge and skills.
- Integrate disciplinary expertise across functional areas.

Goal 5: Graduates will be critical thinkers and problem solvers

- Demonstrate proficiency in identifying and framing common organizational problems.
- Determine the relevant decision criterion for solving the problem.
- Given the decision criteria, identify and analyze relevant alternatives.

Goal 6: Graduates will be sensitive to social, ethical, and multi-cultural issues in the international business environment

- Interpret business issue(s) in social, ethical, and multicultural contexts.
- Examine cultural differences between and among IMBA track countries.
- Demonstrate flexibility and adaptability in multi-cultural environments.