MSBA Degree Learning Outcomes

**Goal 1: Graduates will be competent in the use of technology**
- Use typical business application software packages effectively.
- Demonstrate how to use social media to achieve business objectives.

**Goal 2: Graduates will be effective communicators**
- State purpose: early, clearly, creatively, skillfully.
- Organize and develop: structure, connect, separate, and flow.

**Goal 3: Graduates will be knowledgeable about threats and opportunities in a global society**
- Identify past, current and emerging global trends affecting organizations.
- Identify sources of information needed to track global trends affecting organizations.

**Goal 4: Graduates will be problem solvers**
- Explain important theories and concepts needed to solve problems.
- Evaluate problem solving theories and concepts and the arguments surrounding them.

(page updated: 3/5/2018)