

ASB MBA STUDENT LEARNING GOALS and OBJECTIVES 1, 2, 3 MATRIX

1 = partial coverage; 2 = moderate coverage; 3 = extensive coverage

<u>COURSE/ SLGO</u>	<u>Analytical Problem Solving:</u> <i>The quantitative, analytical and technology skills to transform data from various sources into valuable information that informs strategic and operational decision making</i>	<u>Integrative Foundational Knowledge:</u> <i>An in depth understanding of all major business functions and the key issues of and interrelationships among them</i>	<u>Leadership:</u> <i>Well-honed leadership skills that prepare them to adapt and innovate to responsibly and ethically address fundamentally new business problems and opportunities as they materialize</i>	<u>Communication:</u> <i>The ability to communicate effectively at all levels of the organization, and with its external stakeholders</i>	<u>Global Perspective:</u> <i>A global perspective and sensitivity that allows them to successfully apply their business acumen anywhere in the world</i>	<u>Specialized Skills:</u> <i>Additional concentrations of knowledge in student selected areas, all of which give students specialized and highly marketable skills that will help them to quickly advance along their career paths</i>	<u>Experience:</u> <i>Substantial experience in applying their newly acquired knowledge and skills through real world case studies and consulting projects conducted for domestic and multinational business clients</i>
Foundational Core:							
<u>Managerial Economics</u>	3	2	0	1	3	0	0
<u>Accounting for Managerial Decision Making</u>	2	3					1
<u>Statistics & Decision Models</u>	3	1	0	1	0	1	2
<u>LEAD I Becoming a 21st Century Leader</u>		1	3	1	1	1	1
Functional Core:							
<u>Financial Management I</u>	3	2	0	1	1	1	0
<u>Operations Management</u>	2	3	0	1	1	0	0
<u>Marketing Management and Strategy</u>	1	2	2	0	0	3	0
<u>LEAD II</u>		2	3	2	1	1	1

<u>Leading Change in an Uncertain World</u>							
Global Component:							
<u>Managing Global Business</u>	0	3	2	3	3	3	3
<u>International Immersion Trip</u>	0	3	2	3	3	3	3
Electives:							
<u>Financial Management II</u>	3	3	0	1	1	3	1
<u>Securities Analysis and Portfolio Management</u>	3	3	0	1	1	3	2
<u>E-Marketing</u>	1	2	0	0	0	3	0
<u>Marketing Research</u>	3	2	0	0	0	2	0
<u>Project Management</u>	2	1	2	1	1	3	2
<u>Supply Chain Management</u>	2	1	2	1	1	3	2
<u>LEAD III Leading Business in Contemporary Times</u>		2	3	1	1	1	1
<u>Capstone Consulting Project</u>							