

MBA Program Mission and Goals

The MBA's primary mission is to provide the managerial skills and knowledge necessary to prepare students for success in entry and middle management positions.

Upon completion of the MBA program, students will be able to:

1. **Help organizations meet strategic planning goals.** (To accomplish this goal, students must be able understand):
 - a) How businesses operate and the role played by the various functional areas in the success of a business in a global environment.
 - b) The purpose and development of a strategic plan.
 - c) The influence of environmental and global forces on the formation and implementation of a firm's strategic plan.
 - d) The role of entry and middle managers in helping a company achieve its strategic plan.
2. **Create and Implement innovations in business operations** (To accomplish this goal, students must be able to):
 - a) Identify opportunities for innovation and devise and implement solutions.
 - b) Manage organizational change.
 - c) Assess the impact of environmental forces on a company's key processes and operations.
3. **Make decisions to solve problems faced by entry and middle level managers** (To accomplish this goal, students must be able to):
 - a) Use information systems, technology, financial and accounting techniques, marketing research, and other decision-making tools to analyze and solve business problems.
 - b) Integrate the concepts from functional areas of business and apply them to problems faced by their work units.
 - c) Make decisions that are socially responsible, ethical and legal and that consider the importance of stakeholders.
4. **Monitor and evaluate work unit's performance.** (To accomplish this goal, students must be able to):
 - a) Develop and compile information on work performance.
 - b) Evaluate performance using financial, accounting, and other performance indicators.
 - c) Communicate results and recommendations to upper management.
5. **Build and sustain an efficient and motivated workforce.** (To accomplish this goal, students must be able to):
 - a) Select and develop personnel.
 - b) Understand, appreciate, and utilize a diverse workforce.
 - c) Communicate with employees.
 - d) Build and lead a team.
 - e) Implement techniques that enhance employee motivation.

6. Act in a professional, effective, ethical, and socially responsible manner (To accomplish this goal, students must be able to):

- a) Model trust and integrity.
- b) Gain and use influence appropriately.
- c) Manage time.
- d) Manage self-development.