University *of* Mary Washington

Student Learning Outcomes for Masters in Business Administration

1. Students will apply financial data into management decision process by utilizing reporting, valuation and understanding of risk and return, capital investment decisions and optimal capital structure.

2. Students will develop marketing strategies with strategic evaluation of internal (marketing mix) and external (competitive, economic, technological, social and government) forces affecting the firm.

3. Students will analyze role management information systems' functions in strategic planning, attaining competitive advantage and decision making, and develop IS strategies to improve the efficiency and effectiveness of business processes to gain competitive advantage and evaluate challenges of integrating information systems in business environments.

4. Students will apply linear programming, network models, sensitivity analysis, regression analysis, time series models and forecasting, simulation models, queuing theory, and decision analysis.

5. Students will apply fundamental financial and managerial accounting concepts including financial statements, cost behavior, incremental analysis, recording economic events and the accounting cycle.

6. Students will analyze leadership styles and organizational structure to effectively influence behaviors and lead the organization.

7. Students will synthesize the interests of various stakeholders to make ethical decisions.

8. Students will analyze global factors within the context of a management scenario.