

BUSINESS ADMINISTRATION, MASTER OF BUSINESS ADMINISTRATION (MBA) - CONCENTRATION IN MARKETING

PROGRAM LEARNING OUTCOMES

- **Communication:**
 - Communicate complex concepts clearly and professionally.
- **Critical Thinking/Business Analysis:**
 - Apply critical thinking skills to analyze and interpret financial statements to judge business performance.
 - Apply critical thinking skills using quantitative techniques for strategic decision making.
- **Ethical Decision Making:**
 - Understand and demonstrate ethical group and individual behaviors in organizations and local and global society.
- **Leadership:**
 - Participate productively in groups and teams, apply leadership skills, and demonstrate contributions to team goals and resolve conflicts.
 - Demonstrate a capacity both to lead others to achieve organizational goals and to support effective leadership.
- **Sustainability and the Environment:**
 - Engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

RELATED LINKS

Business Administration - Marketing, MBA Program Page (<https://www.sru.edu/academics/graduate-programs/mba-master-of-business-administration/>)

Management and Marketing Department Page (<https://www.sru.edu/academics/colleges-and-departments/cob/school-of-business/management-and-marketing/>)

Business Administration Fact Sheet (<https://www.sru.edu/documents/programs/factsheets/graduate/FS-MBA.pdf>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)