

FTMBA Curriculum Matrix

Goals and Objectives	Courses	ACCT 591 Financial Accounting	ECNM 592 Economic Concepts	DESC 593 Applied Data Analysis	BSCI 607 Personal Development for Leadership	BSCI 650 Personal and Leadership Development Workshop	GSBM 560 Career Seminar	ACCT 602 Cost Accounting	ECNM 602 Managerial Economics	ECNM 612 Macroeconomic Analysis	ISTM 603 Information Resources and Technology	OTMT 608 Theories and Models of Organization	DESC 603 Quantitative Business Analysis	FINC 614 Finance	MKTG 615 Marketing	ECNM 612 Macroeconomic Analysis	ISTM 613 Technology and Operations Management	GSBM 695 Internship	LEGL 616 Managing Within the Legal, Ethical, and Governmental Environment	STGY 619 Strategic Management	
Goal 1 Teams																					
Objective 1: Students are able to effectively work with a team environment (student evaluated).					X	X						X									X
Objective 2: Students participate in all aspects of team development (student evaluated).					X	X						X									X
Goal 2 Ethics																					
Objective 1: Students are able to recognize ethical dilemmas in business situations.																				X	
Objective 2: Students can select solutions when presented with ethical dilemmas and discuss the consequences of those solutions.																				X	

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Goal 3 Communication																					
Objective 1: Students will be able to prepare and deliver a persuasive, professional speech on a current topic in their discipline.					X							X									
Objective 2: Students will be able to prepare a written report analyzing a business problem.					X							X									
Goal 4 Finance																					
Objective 1: Students can perform a full accounting analysis of a publicly traded company.								X													
Objective. 2 Students can assess how the external economic environment affects firm performance.																X					

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Objective 3: Students can perform a full financial analysis of a company.												X							
Objective 4: Students can effectively draw conclusions about the financial status of a company based on the combined accounting and financial information.							X					X							X

IMBA Curriculum Matrix	Additional IMBA Courses	GSBM 585 Global Business Integration	OTMT 618 Designing and Managing International Organizations	ACCT 603 Accounting for Multinational Enterprises	OTMT 671 Cross-Cultural Management	GSBM 690 IMBA Study Abroad Electives	GSBM 692 Global Business Study Tour
Goals and Objectives							
Goal 5: Graduates will have a global orientation							
Objective 1: Our students will be able to define and present key elements of another culture (other than the US) and their role in business decision making.		X	X		X	X	X
Objective 2: Our students will be able to evaluate the economic conditions and forces affecting the introduction of a product or service in a foreign country.				X		X	X
Objective 3: Our Students will be able to evaluate the political risks involving international business in a foreign country.				X		X	X