

## PKE Curriculum Matrix

→ = builds to the project. Capstone project is assessed.

<b>PKE Courses Numbers</b>	<b>MBAK 611</b> Leadership Challenges for Company Presidents & Senior Execs	<b>MBAK 612</b> Creating the Future	<b>MBAK 662</b> LEADING ORG CHANGE	<b>MBAK 671</b> Project Seminar	<b>MBAK 621</b> Industry Analysis & Performance Forecasting	<b>MBAK 622</b> The Contemporary Global Environment	<b>MBAK 672</b> Project Manager	<b>MBK 613</b> ORGANIZATIONAL ETHICS	<b>MBAK 631</b> Integrated Financial & Managerial Accounting Systems	<b>MBAK 632</b> Resource Acquisition & Allocation	<b>MBAK 673</b> Project Seminar	<b>MBAK 641</b> Modelling the Customer Value Chain	<b>MBAK 676</b> International Session	<b>MBAK 642</b> Building Market Driven Organizations	<b>MBAK 674</b> Project Seminar	<b>MBAK 651</b> Strategic Thinking	<b>MBAK 652</b> Generating & Analyzing Strategic Options	<b>MBAK 661</b> Implementing Strategic Decisions	<b>MBAK 675</b> Project Seminar	<b>MBAK 677</b> Project Seminar	<b>MBAK 678</b> Project Seminar	<b>MBAK 679</b> Project Seminar	
<b>GOAL 1:</b> Students will be able to assess an organization's culture, including the organization's culture regarding ethical conduct.																							
Obj. 1.1: Students will interview managers from an organization that a fellow student is involved with and write an analysis of their findings.	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X	
Obj. 1.2: Students will write an analysis of the culture of an organization they are involved with.	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X	
Obj. 1.3: Students will analyze the organization's culture regarding ethical conduct.	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X	

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<b>GOAL 2: Students can appraise the financial structure and standing of an organization.</b>																						
Obj. 2.1: Students will prepare a financial forecast for an organization.	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X
Obj. 2. 2: Students will demonstrate the ability to analyze financial information.	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X
Obj. 2.3: Students will effectively communicate financial recommendations for an organization.	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X

<p><b>PKE Courses Numbers</b></p> <p><b>Program Learning Goals and Objectives</b></p>	<p>MBAK 611 Leadership Challenges for Company Presidents &amp; Senior Execs</p>	<p>MBAK 612 Creating the Future</p>	<p>MBAK 662 LEADING ORG CHANGE</p>	<p>MBAK 671 Project Seminar</p>	<p>MBAK 621 Industry Analysis &amp; Performance Forecasting</p>	<p>MBAK 622 The Contemporary Global Environment</p>	<p>MBAK 672 Project Manager</p>	<p>MBK 613 ORGANIZATIONAL ETHICS</p>	<p>MBAK 631 Integrated Financial &amp; Managerial Accounting Systems</p>	<p>MBAK 632 Resource Acquisition &amp; Allocation</p>	<p>MBAK 673 Project Seminar</p>	<p>MBAK 641 Modeling the Customer Value Chain</p>	<p>MBAK 676 International Session</p>	<p>MBAK 642 Building Market Driven Organizations</p>	<p>MBAK 674 Project Seminar</p>	<p>MBAK 651 Strategic Thinking</p>	<p>MBAK 652 Generating &amp; Analyzing Strategic Options</p>	<p>MBAK 661 Implementing Strategic Decisions</p>	<p>MBAK 675 Project Seminar</p>	<p>MBAK 677 Project Seminar</p>	<p>MBAK 678 Project Seminar</p>	<p>MBAK 679 Project Seminar</p>	
<p><b>GOAL 3:</b> Students will be able to critique the external environment of an organization. This will include the economic, social/cultural, political/legal/regulatory, technological, demographic, natural and competitive elements of the environment from a global perspective.</p>																							
<p>Obj. 3.1: Students will develop scenarios for change in external variables.</p>	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X	
<p>Obj. 3.2: Students will develop a competitive/industry analysis for an organization that will examine both current and anticipated competition.</p>	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X	
<p>Obj. 3.3: Students will effectively communicate the potential implications of</p>	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X	



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<p>Obj. 5.1: Students will demonstrate the ability to envision an organization’s desired future state, including articulating appropriate vision, mission and GOALS.</p>	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X	X
<p>Obj.5. 2: Students will demonstrate the ability to identify an organization’s strengths and weaknesses.</p>	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X	X
<p>Obj. 5.3: Students will demonstrate the ability to effectively communicate the long- and short-term consequences of their proposed strategies.</p>	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X	X