

EMBA Courses Numbers	Program Learning Goals and Objectives	MBAA 670 Understanding Human Beh in Org	MBAA 671 Leading Innov & Change in Cross-Cultural	MBAA 662 Foundations of Quant Analysis	MBAA 681 Applied Research Project I	MBAA 672 Quant for Business Ops	MBAA 663 Management Accounting & Control	MBAA 673 Strategic Issues in Corporate Finance	MBAA 682 Applied Research Project II	MBAA 664 Impact of Macro Envir on Bus Decisions	MBAA 674 Evaluating Competitiveness of Bus Enterprises	MBAA 678 Managing Info Systems for Bus Innovation	MBAA 683 Applied Research Project III	MBAA 690 Contemporary Legal, Regul, and Ethical Issues in Business	MBAA 665 Contemporary Marketing Apps	MBAA 675 Strategic Marketing in Competitive Environments	MBAA 677 Business & Management Practices in Global Settings	MBAA 684 Applied Research Project IV	MBAA 676 Crafting Business Strategy	MBAA 679 Planning and Controlling Strategic Implementation	MBAA 685 Strategic Management Capstone Project	MBAA 686 Strategic Management Capstone Project I	MBAA 687 Strategic Management Capstone Project II	MBAA 688 Strategic Management Capstone Project III	
	economic trends and demonstrate how to implement implications of macro environmental trends in the development of pre-marketing strategic planning.									D	D														
	Goal 4: Demonstrate skills for analyzing marketing functions, and developing marketing plans and initiatives for improvements.																								
	4.1 Develop a positioning statement that focuses on target market.														I, D	I, D		M							
	4.2 Assess the marketing mix.														I, D	I, D		M							
	4.3 Identify marketing research needed for a specific marketing plan														I, D	I, D		M							

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4.4 Develop tactics and strategies consistent with key objectives of the marketing plan.															I, D	I, D		M						
GOAL 5: Develop an organization's grand strategy (including competitive, corporate, industry, and global strategies) and recommend implementation of the plan.																								
Obj. 5.1: Assess the organization's internal vision/mission, opportunities/threats, and strengths/weaknesses.					I														I, D	I, D	M			
Obj. 5.2: Formulate a grand strategy, and assess the consequences (including ethical and societal).					I				I				I	I				I	D	D	M			

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Obj. 5.3: Design structures, processes, controls, and performance management systems best suited to implement grand strategy.	I	I		I				I			I	I	I				I	D	D	M			
Obj. 5.4: Develop a plan to manage change.		I		I				I			I	I					I	D	D	M			
GOAL 6: Demonstrate effective writing to communicate qualitative and quantitative assessments.																							
Obj. 6.1: Communicate effectively in writing regarding results of financial analysis, organization’s financial strengths and weaknesses, and alternatives for improving financial performance.						I, D	I, D	M															

