

- B-1 Demonstrate the ability to assess the internal and external environment of
- B-2 Apply effective methods
external environment and propose actions to capitalize on these changes
and trends.
- B-3
environment to
capitalize on changes in the external environment.
- B-4
strategic plan.

GOAL C:

Students will demonstrate analytical skills learned in the MBA program to further the success of your firm.

Learning Objectives: The student will:

- C-1 Use financial and ratio analyses to measure the fiscal condition of the firm
- C-2 Formulate a 3-5-year strategic plan and support its economic and financial feasibility by using the appropriate economic and financial analyses.
- C-3 Demonstrate the ability to analyze complex industry analysis reports and integrate the findings into your strategic and tactical plans.

GOAL D:

Students will demonstrate appropriate business communication practices in all writing and oral assignments.

Learning Objectives: The student will:

- D-1 Demonstrate an ability to analyze businesses and associated opportunities and threats using clear, concise language.
- D-2