

Fox School of Business and Management

Academic Program Student Learning Outcomes

Program Description	Program Degree	Student Learning Outcomes
ACCOUNTANCY	MACC	Increase knowledge and understanding of the professional practice of accounting, auditing, and taxation.
		Be able to conduct research on practice issues and questions relevant to the accounting profession.
		Increase knowledge of technology relevant to the accounting profession.
		Be able to communicate orally and in writing in a professional manner.
		Know and understand the ethical and legal responsibilities of professional accountants.
		Prepare to pass all four parts of the Uniform CPA Exam.
ACCOUNTING	MS	Apply the core principles of financial and management accounting in a business context.
		Apply quantitative analysis and interpretation to finance and management accounting in business problems.
		Apply the core principles of accounting information systems in a business context.
		Present information in a professional manner, both orally and in writing.
		Know and understand the ethical responsibilities of business professionals.
ACTUARIAL SCIENCE	MS	Understand how various actuarial tools are used to quantify risk.
		Apply statistical tools to price insurance and pension products.
		Demonstrate the strong analytical skills necessary for passing the professional actuarial exams.
		Recognize the economic significance and ethical impact of various business decisions and the importance of effective communication to various stakeholders.
BBA-Business Administration	BBA	Goal 1: Demonstrate business knowledge needed to make business decisions. Objective A: Apply a core body of discipline specific knowledge to business situations and problems.
		Goal 2: Apply critical thinking skills to business decisions. Objective A: Use integrated business knowledge to identify problems, generate solutions, and develop reasoned conclusions.
		Goal 2: Apply critical thinking skills to business decisions. Objective B: Understand the ethical, legal, and social responsibilities of individuals and organizations
		Goal 3: Apply quantitative reasoning skills to make recommendations and business decisions. Objective A: Apply quantitative analysis and interpretation to business problems
		Goal 3: Apply quantitative reasoning skills to make recommendations and business decisions. Objective B: Use data to analyze business decisions
		Goal 3: Apply quantitative reasoning skills to make recommendations and business decisions. Objective C: Use software to analyze and implement business decisions.
		Goal 4: Apply effective business communication techniques to business situations. Objective A: Effectively present ideas in writing
		Goal 4: Communication: Apply effective business communication techniques to business situations. Objective B: Effectively present ideas orally.

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Program Description	Program Degree	Student Learning Outcomes
BBA-Business Administration (CONT'D)	BBA (CONT'D)	Goal 4: Apply effective business communication techniques to business situations. Objective C: Effectively present ideas visually
		Goal 4: Communication: Apply effective business communication techniques to business situations. Objective D: Effectively work in teams.
BUSINESS ADMINISTRATION	MBA	Financial Acuity: Apply effective financial analysis and modeling to decision-making.
		Opportunity Response: Identify, evaluate, and plan effective responses to business challenges and opportunities that arise within a dynamic business environment.
		Influential Communication: Understand and utilize the complex variety of communication practices managers need to facilitate effective decision-making and coordinated action in organizational settings.
		Leadership: Understand and utilize the complex variety of leadership practices managers need to facilitate effective decision-making and coordinated action in leadership settings, from team to corporate levels.
		Cross-Cultural Effectiveness: Effectively engage colleagues, organizations, and opportunities across cultures by evaluating differences in global business environments and the impact of these differences on relationships, operations and strategies.
		Ethical Management: Discern the needs and interests of the various stakeholders in an organization, integrate ethical considerations into organizational operations, and formulate well-argued responses to ethical dilemmas.
		Business Reasoning: Generate and apply new knowledge to business decision-making.
BUSINESS ADMINISTRATION	PHD	Build effective teaching skills through organization and delivery of courses.
		Demonstrate advanced theoretical knowledge and skills in their area of concentration to support specialized high-quality research.
		Build advanced research and practical skills in their area of concentration to support specialized high-quality research (methodological skills).
		Build effective presentation skills to deliver effective academic presentations.
		Demonstrate the creation of original knowledge through a doctoral dissertation and publication(s) of original research in refereed conference.
BUSINESS ADMINISTRATION EXECUTIVE PROGRAM	DBA	1. Demonstrate knowledge of advanced theoretically grounded and methodologically sound research skills that provide the foundation for impactful, practice-focused research. a. Formulate new ideas through boundary-spanning, interdisciplinary research questions that build on existing theory and are relevant to practice
		1. Demonstrate knowledge of theoretically grounded and methodologically sound research skills that provide the foundation for impactful, practice-focused research. b. Summarize and synthesize relevant theory and past research on a given business issue

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BUSINESS ADMINISTRATION EXECUTIVE PROGRAM (CONT'D)	DBA (CONT'D)	1. Demonstrate knowledge of theoretically grounded and methodologically sound research skills that provide the foundation for impactful, practice-focused research. c. Apply social science theories from economics, organizational behavior, or management to analyze complex, applied business problems
		1. Demonstrate knowledge of theoretically grounded and methodologically sound research skills that provide the foundation for impactful, practice-focused research. d. Apply, analyze, and develop theory, models and methods in practice-relevant contexts
		1. Demonstrate knowledge of theoretically grounded and methodologically sound research skills that provide the foundation for impactful, practice-focused research. e. Apply theory and conceptual models to identify alternative explanations
		2. Demonstrate mastery of quantitative and qualitative research methods specifically oriented to applied research. a. Build research models and develop testable hypotheses
		2. Demonstrate mastery of quantitative and qualitative research methods specifically oriented to applied research. b. Describe the data necessary to test the hypotheses
		2. Demonstrate mastery of quantitative and qualitative research methods specifically oriented to applied research. c. Identify the appropriate qualitative or quantitative methods that will successfully address an original research question
		2. Demonstrate mastery of quantitative and qualitative research methods specifically oriented to applied research. d. Develop a study that applies quantitative research methods to collect, organize, and analyze data to address an applied research question
		2. Apply theory and conceptual models to identify alternative explanations e. Develop a study that applies qualitative research methods to collect, organize, and analyze data to address an applied research question
		2. Demonstrate mastery of quantitative and qualitative research methods specifically oriented to applied research. f. Describe the results of hypotheses testing and their implications within the context of an original study
		3. Demonstrate the ability to disseminate evidence-based management practice through identifying and communicating to audiences within academic and practice-based settings. a. Identify the potential contribution of the research to theory and practice
		3. Demonstrate the ability to disseminate evidence-based management practice through identifying and communicating to audiences within academic and practice-based settings. b. Compose an original research manuscript suitable for publication and/or presentation in practitioner journals and conference proceedings
		3. Demonstrate the ability to disseminate evidence-based management practice through identifying and communicating to audiences within academic and practice-based settings. c. Identify appropriate venues, including professional conferences and journals, for research publication

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BUSINESS ADMINISTRATION EXECUTIVE PROGRAM (CONT'D)	DBA (CONT'D)	3. Demonstrate the ability to disseminate evidence-based management practice through identifying and communicating to audiences within academic and practice-based settings. d. Explain the impact of research findings to academic researchers and business practitioners
		3. Demonstrate the ability to disseminate evidence-based management practice through identifying and communicating to audiences within academic and practice-based settings. e. Communicate and defend original research ideas and findings in writing through clearly written business communications
		3. Demonstrate the ability to disseminate evidence-based management practice through identifying and communicating to audiences within academic and practice-based settings. f. Communicate and defend original research ideas and findings orally through a formal research presentation
		3. Demonstrate the ability to disseminate evidence-based management practice through identifying and communicating to audiences within academic and practice-based settings. g. Translate complex research findings into actionable guidelines for management
		3. Demonstrate the ability to disseminate evidence-based management practice through identifying and communicating to audiences within academic and practice-based settings. h. Build a professional portfolio of scholarly accomplishments
BUSINESS ADMINISTRATION EXECUTIVE PROGRAM	MBA	Financial Acuity: Apply effective financial analysis and modeling to decision-making.
		Business Reasoning: Generate and apply new knowledge to business decision-making.
		Opportunity Response: Identify, evaluate, and plan effective responses to business challenges and opportunities that arise within a dynamic business environment.
		Influential Communication: Understand and utilize the complex variety of communication practices managers need to facilitate effective decision-making and coordinated action in organizational settings.
		Leadership: Understand and utilize the complex variety of leadership practices managers need to facilitate effective decision-making and coordinated action in leadership settings, from team to corporate levels.
		Cross-Cultural Effectiveness: Effectively engage colleagues, organizations, and opportunities across cultures by evaluating differences in global business environments and the impact of these differences on relationships, operations and strategies.
		Ethical Management: Discern the needs and interests of the various stakeholders in an organization, integrate ethical considerations into organizational operations, and formulate well-argued responses to ethical dilemmas.
BUSINESS ANALYTICS	MS	Recognize Opportunities: Understand descriptive, predictive, and prescriptive analytics and the techniques that are used in each area.
		Understand Methods: Understand applications of analytic methods, and their assumptions and limitations.

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BUSINESS ANALYTICS (CONT'D)	MS (CONT'D)	Expertise in Tools and Software: Develop expertise in the use of tools and software used in data analysis.
		Insight: Extract knowledge from datasets of varying complexity levels and types.
		Expertise in Data Manipulation: Appropriately load, clean, manipulate, and transform data.
		Written Communication: Effectively communicate insights and managerial implications in written form.
DIGITAL INNOVATION IN MARKETING	MS	Collect, describe, analyze, and interpret digital marketing information to inform decision-making.
		Analyze the relationship between the digital infrastructure of an organization and their strategy and implementation.
		Use technology to innovate the marketing function: Integrate marketing, advertising, sales, and logistics across physical and digital channels.
		Use technology to innovate the marketing function: Transform the marketing function via digital innovations.
		Communicate in a professional manner: Orally.
		Communicate in a professional manner: Visually.
		Communicate in a professional manner: In writing.
Understand the ethical and legal responsibilities in digital marketing.		
EMBA (Bogota, Colombia)	MBA	Apply effective financial analysis and modeling to decision-making
		Generate and apply new knowledge to business decision-making.
		Identify, evaluate, and plan effective responses to business challenges and opportunities that arise within a dynamic business environment.
		Understand and utilize the complex variety of communication practices needed to facilitate effective decision-making and coordinated action in organizational settings.
		Understand and utilize the complex variety of leadership practices needed to facilitate effective decision-making and coordinated action in leadership settings, from team to corporate levels.
		Effectively engage colleagues, organizations, and opportunities across cultures by evaluating differences in global business environments and the impact of these differences on relationships, operations, and strategies.
		Discern the needs and interests of the various stakeholders in an organization, integrate ethical considerations into organizational operations, and formulate well-argued responses to ethical dilemmas.
EMBA (Cali, Columbia)	MBA	Financial Acuity: Apply effective financial analysis and modeling to decision-making.
		Business Reasoning: Generate and apply new knowledge to business decision-making.
		Opportunity Response: Identify, evaluate, and plan effective responses to business challenges and opportunities that arise within a dynamic business environment.
		Influential Communication: Understand and utilize the complex variety of communication practices managers need to facilitate effective decision-making and coordinated action in organizational settings.

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Program Description	Program Degree	Student Learning Outcomes
EMBA (Cali, Columbia) (CONT'D)	MBA (CONT'D)	Leadership: Understand and utilize the complex variety of leadership practices managers need to facilitate effective decision-making and coordinated action in leadership settings, from team to corporate levels.
		Cross-Cultural Effectiveness: Effectively engage colleagues, organizations, and opportunities across cultures by evaluating differences in global business environments and the impact of these differences on relationships, operations and strategies.
		Ethical Management: Discern the needs and interests of the various stakeholders in an organization, integrate ethical considerations into organizational operations, and formulate well-argued responses to ethical dilemmas.
EMBA (Casablanca, Morocco)	MBA	Apply effective financial analysis and modeling to decision-making.
		Generate and apply new knowledge to business decision-making.
		Identify, evaluate, and plan effective responses to business challenges and opportunities that arise within a dynamic business environment.
		Understand and utilize the complex variety of communication practices needed to facilitate effective decision-making and coordinated action in organizational settings.
		Understand and utilize the complex variety of leadership practices needed to facilitate effective decision-making and coordinated action in leadership settings, from team to corporate levels.
		Effectively engage colleagues, organizations, and opportunities across cultures by evaluating differences in global business environments and the impact of these differences on relationships, operations, and strategies.
		Discern the needs and interests of the various stakeholders in an organization, integrate ethical considerations into organizational operations, and formulate well-argued responses to ethical dilemmas.
EMBA (Japan)	MBA	Financial Acuity: Apply effective financial analysis and modeling to decision-making.
		Opportunity Response: Identify, evaluate, and plan effective responses to business challenges and opportunities that arise within a dynamic business environment.
		Influential Communication: Understand and utilize the complex variety of communication practices managers need to facilitate effective decision-making and coordinated action in organizational settings.
		Leadership: Understand and utilize the complex variety of leadership practices managers need to facilitate effective decision-making and coordinated action in leadership settings, from team to corporate levels.
		Cross-Cultural Effectiveness: Effectively engage colleagues, organizations, and opportunities across cultures by evaluating differences in global business environments and the impact of these differences on relationships, operations and strategies.
		Ethical Management: Discern the needs and interests of the various stakeholders in an organization, integrate ethical considerations into organizational operations, and formulate well-argued responses to ethical dilemmas.

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EMBA (Japan) (CONT'D)	MBA (CONT'D)	Business Reasoning: Generate and apply new knowledge to business decision-making.
EMBA (Paris, France)	MBA	1. To possess analytical and quantitative problem solving skills. a. Apply quantitative and financial tools to business situations
		2. To possess effective management skills for a global business environment. a. Evaluate differences in global business environments and the impact of these differences on business operations and strategies.
		3. To be effective communicators. a. Formulate and defend reasoned arguments.
		3. To be effective communicators. b. Apply precise and concise communication skills in written form
		3. To be effective communicators. c. Deliver a presentation in a professional and engaging manner.
		4. To be aware of ethical issues and their implications in decision-making. a. Assess the impact of cultural and psychological factors on ethical decision-making.
		4. To be aware of ethical issues and their implications in decision-making. b. Recognize the factors and stakeholders in an ethical situation.
		4. To be aware of ethical issues and their implications in decision-making. c. Propose and evaluate alternative decisions and defend the chosen solution from an ethical perspective.
EMBA (Philadelphia)	MBA	5. To possess strategic thinking skills. a. Integrate knowledge across disciplines.
		5. To possess strategic thinking skills. b. Gather and use information for competitive advantage.
		Financial Acuity: Apply effective financial analysis and modeling to decision-making.
		Opportunity Response: Identify, evaluate, and plan effective responses to business challenges and opportunities that arise within a dynamic business environment.
		Influential Communication: Understand and utilize the complex variety of communication practices managers need to facilitate effective decision-making and coordinated action in organizational settings.
		Leadership: Understand and utilize the complex variety of leadership practices managers need to facilitate effective decision-making and coordinated action in leadership settings, from team to corporate levels.
		Cross-Cultural Effectiveness: Effectively engage colleagues, organizations, and opportunities across cultures by evaluating differences in global business environments and the impact of these differences on relationships, operations and strategies.
		Ethical Management: Discern the needs and interests of the various stakeholders in an organization, integrate ethical considerations into organizational operations, and formulate well-argued responses to ethical dilemmas.
FIN ANALYSIS + QUANT RISK MGT	MS	Business Reasoning: Generate and apply new knowledge to business decision-making.
		Understand and apply quantitative financial techniques and methodologies to evaluate and solve current and ongoing business problems.

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Program Description	Program Degree	Student Learning Outcomes
FIN ANALYSIS + QUANT RISK MGT (CONT'D)	MS (CONT'D)	Understand and apply core financial concepts and tools to strategically evaluate and solve current and emerging business problems.
		Effectively communicate knowledge and understanding of financial concepts and analysis in the delivery of an oral presentation.
		Effectively communicate knowledge and understanding of financial concepts and analysis in written form.
		Develop proficiency in effectively utilizing available financial industry technology.
FINANCIAL ANALYSIS	MS	Understand and apply quantitative financial techniques and methodologies to evaluate and solve current and ongoing business problems.
		Understand and apply core financial concepts and tools to strategically evaluate and solve current and emerging business problems.
		Effectively communicate knowledge and understanding of financial concepts and analysis in written form.
		Effectively communicate knowledge and understanding of financial concepts and analysis in the delivery of an oral presentation.
		Develop proficiency in effectively utilizing available financial industry technology.
FINANCIAL ANALYSIS AND RISK MANAGEMENT	MS	Understand and apply core financial concepts and tools to strategically evaluate and solve current and emerging business problems.
		Effectively communicate knowledge and understanding of financial concepts and analysis in written form.
		Develop proficiency in effectively utilizing available financial industry technology.
		Understand and apply quantitative financial techniques and methodologies to evaluate and solve current and ongoing business problems.
		Effectively communicate knowledge and understanding of financial concepts and analysis in the delivery of an oral presentation.
FINANCIAL ENGINEERING	MS	Understand and apply core financial concepts and tools to strategically evaluate and solve current and emerging business problems.
		Effectively communicate knowledge and understanding of financial concepts and analysis in written form.
		Develop proficiency in effectively utilizing available financial industry technology.
		Understand and apply quantitative financial techniques and methodologies to evaluate and solve current and ongoing business problems.
		Effectively communicate knowledge and understanding of financial concepts and analysis in the delivery of an oral presentation.
Global MBA	MBA	Financial Acuity: Apply effective financial analysis and modeling to decision-making.
		Cross-Cultural Effectiveness: Effectively engage colleagues, organizations, and opportunities across cultures by evaluating differences in global business environments and the impact of these differences on relationships, operations and strategies.

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Global MBA (CONT'D)	MBA (CONT'D)	Ethical Management: Discern the needs and interests of the various stakeholders in an organization, integrate ethical considerations into organizational operations, and formulate well-argued responses to ethical dilemmas.
		Business Reasoning: Generate and apply new knowledge to business decision-making.
		Opportunity Response: Identify, evaluate, and plan effective responses to business challenges and opportunities that arise within a dynamic business environment.
		Influential Communication: Understand and utilize the complex variety of communication practices managers need to facilitate effective decision-making and coordinated action in organizational settings.
		Leadership: Understand and utilize the complex variety of leadership practices managers need to facilitate effective decision-making and coordinated action in leadership settings, from team to corporate levels.
HEALTH ADMINISTRATION	MHA	Apply effective financial analysis and modeling to decision-making.
		Generate and apply new knowledge to business decision-making.
		Identify, evaluate, and plan effective responses to business challenges and opportunities that arise within a dynamic business environment.
		Understand and utilize the complex variety of communication practices managers need to facilitate effective decision-making and coordinated action in organizational settings.
		Understand and utilize the complex variety of leadership practices managers need to facilitate effective decision-making and coordinated action in leadership settings, from team to corporate levels.
		Discern the needs and interests of the various stakeholders in an organization, integrate ethical considerations into organizational operations, and formulate well-argued responses to ethical dilemmas.
HUMAN RESOURCE MANAGEMENT	MS	Goal 1: Understand the strategic challenges associated with the role and impact of strategic HR management.
		Goal 2: Understand ethical, public policy, and societal issues related to the profession of HR management.
		Goal 3: Demonstrate a high degree of knowledge and professional competency in the contemporary field of HRM. Objective a. Demonstrate knowledge of performance management and reward systems.
		Goal 3: Demonstrate a high degree of knowledge and professional competency in the contemporary field of HRM. Objective b. Demonstrate knowledge of staffing/ hiring practices, employment legal requirements and labor-management relations.
		Goal 3: Demonstrate a high degree of knowledge and professional competency in the contemporary field of HRM. Objective c. Demonstrate knowledge of human capital development
		Goal 4: Demonstrate effective business communication skills. Objective a. Demonstrate competency in organizing and delivering oral communication.

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HUMAN RESOURCE MANAGEMENT (CONT'D)	MS (CONT'D)	Goal 4: Demonstrate effective business communication skills. Objective b. Demonstrate competency in organizing and delivering written communication.
INFORMATION TECHNOLOGY AUDITING AND CYBER-SECURITY	MS	Describe how an IT organization should be governed and managed.
		Explain how IT systems are implemented and recommend appropriate controls.
		Demonstrate how to protect an organization's information.
		Demonstrate the ability to conduct research related to emerging IT issues.
		Describe how IT services are delivered and maintained and recommend appropriate controls.
		Demonstrate an understanding of the IT audit process and apply it to business situations
		Demonstrate an understanding of how organizations' systems are attacked and the skills used.
		Explain how organizations can mitigate cyber risks through prevention, detection, and response.
INNOVATION MANAGEMENT AND ENTREPRENEURSHIP	MS	Learn to leverage divergent and convergent thinking techniques to creatively solve problems
		Leverage business intelligence (industry ecosys., value systems, technology maps, IP)
		Develop skills for managing a phased new product development process
		Learn to identify and test assumptions [and unknowns]
		Identify entrepreneurial opportunity
		Plan the launch of a new venture
		Design and evaluate business models and business model innovations
		Understand how to make innovation central to strategy
Understand [open] business models and how they can be a source of competitive advantage		
INVESTMENT MANAGEMENT	MS	Understand and apply core financial concepts and tools to strategically evaluate and solve current and emerging business problems.
		Effectively communicate knowledge and understanding of financial concepts and analysis in written form.
		Develop proficiency in effectively utilizing available financial industry technology.
		Understand and apply quantitative financial techniques and methodologies to evaluate and solve current and ongoing business problems.
		Effectively communicate knowledge and understanding of financial concepts and analysis in the delivery of an oral presentation.
MARKETING	MS	Goal 1: Understand concepts and processes critical to business and marketing. Objective 1a: Apply market analysis and strategic marketing planning.

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Program Description	Program Degree	Student Learning Outcomes
MARKETING (CONT'D)	MS (CONT'D)	Goal 1: Understand concepts and processes critical to business and marketing. Objective 1b: Recognize the role of marketing intelligence in marketing decision making.
		Goal 1: Understand concepts and processes critical to business and marketing. Objective 1c: Apply research techniques in marketing decision making.
		Goal 2: Demonstrate ability to analyze marketing problems in specific aspects of marketing. Objective 2a: Develop a marketing problem for an organization.
		Goal 2: Demonstrate ability to analyze marketing problems in specific aspects of marketing. Objective 2b: Analyze the market for an organization.
		Goal 2: Demonstrate ability to analyze marketing problems in specific aspects of marketing. Objective 2c: Conduct original research that addresses a specific marketing problem.
		Goal 3: Understand application of concepts and processes in marketing decision making Objective 3a: Apply market analysis to strategic marketing.
		Goal 3: Understand application of concepts and processes in marketing decision making Objective 3b: Apply market intelligence to strategic marketing.
		Goal 3: Understand application of concepts and processes in marketing decision making Objective 3c: Use multivariate analysis techniques in market decision making.
		Goal 4: Demonstrate effective oral and written communications Objective 4a: Develop and present a strategic plan for an organization.
		Goal 4: Demonstrate effective oral and written communications Objective 4b: Develop and present a written research report for an organization.
		Goal 4: Demonstrate effective oral and written communications Objective 4c: Develop and present a summary report pertaining to a specific marketing problem.
Online MBA	MBA	Financial Acuity: Apply effective financial analysis and modeling to decision-making.
		Cross-Cultural Effectiveness: Effectively engage colleagues, organizations, and opportunities across cultures by evaluating differences in global business environments and the impact of these differences on relationships, operations and strategies.
		Ethical Management: Discern the needs and interests of the various stakeholders in an organization, integrate ethical considerations into organizational operations, and formulate well-argued responses to ethical dilemmas.
		Business Reasoning: Generate and apply new knowledge to business decision-making.
		Opportunity Response: Identify, evaluate, and plan effective responses to business challenges and opportunities that arise within a dynamic business environment.

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Online MBA (CONT'D)	MBA (CONT'D)	Influential Communication: Understand and utilize the complex variety of communication practices managers need to facilitate effective decision-making and coordinated action in organizational settings.
		Leadership: Understand and utilize the complex variety of leadership practices managers need to facilitate effective decision-making and coordinated action in leadership settings, from team to corporate levels.
QUANT FIN + RISK MGMT	MS	Understand and apply quantitative financial techniques and methodologies to evaluate and solve current and ongoing business problems.
		Understand and apply core financial concepts and tools to strategically evaluate and solve current and emerging business problems.
		Effectively communicate knowledge and understanding of financial concepts and analysis in written form.
		Effectively communicate knowledge and understanding of financial concepts and analysis in the delivery of an oral presentation.
		Develop proficiency in effectively utilizing available financial industry technology.
STATISTICS AND DATA SCIENCE	MS	This program has not been formally assessed before. We are working with the program to formalize SLOs and assessments in AY 2020-21.
Strategic Advertising and Marketing	MS	Create persuasive messages, interfaces, and content
STRATEGIC ADVERTISING AND MARKETING	MS	Create a marketing and advertising plan for an organization
		Utilize market research as an input into a customer engagement, marketing, and communications plan
		Leverage multi-channel platforms and advertising within marketing
		Apply design thinking with respect to product and brand development
		Understand, evaluate, and display data on campaign KPIs
		Understand and apply the 4Ps of marketing