

**Mapping MBA G6 and LOs into Course
Fall 2017**

Goal 6: Applied Business and Management Knowledge: Our MBA graduates will be proficient in integrating the techniques, processes, and procedures of the fundamental business disciplines (i.e. accounting, economics, finance, marketing, management, human resources, operations, and IT). They will be able to apply theory, skills, and knowledge from these disciplines to business practice.

Objective 6.1: Our MBA graduates will develop tangible business management experiences (knowledge and competence) in their areas of professional interest through the integration of their MBA coursework.

Objective 6.2: Our MBA graduates will effectively apply knowledge and skills in their areas of professional interest (i.e. including accounting, entrepreneurship, finance, marketing, general management, human resource management, music management, professional sales, and strategy), and master them by developing solutions to a selected real world business problem.

Traits (core level knowledge)	Below Expectations 1	Meets Expectations 2	Exceeds Expectations 3
Identify Issues Key Managerial business dilemmas. Key discipline related concepts and issues (i.e. accounting, finance, management, etc.)	Discipline specific concepts and issues are not identified or they are identified inappropriately	Appropriately addresses most of the key discipline-specific concepts and issues but omits or inappropriately identifies a few of the minor ones	Appropriately addresses all key discipline-specific concepts and issues and most of the minor ones
Identify Alternative Managerial Options Based on integrated program knowledge. Student (s) can identify specific frameworks learned in lower & upper core.	Does not identify alternative options	Identifies and discusses a set of feasible alternatives	Maps a set of feasible options that demonstrate the ability to integrate knowledge
Evaluate Managerial Options / Selection of best choice Student prioritizes the alternatives, assesses best choice, and judges value in selection	Evaluation , assessment, and judgement of choices is poor. Key discipline-specific concepts and issues are vaguely considered in evaluation	Evaluation, assessment and judgement of choices is adequate. All key discipline-specific concepts and issues are considered in evaluation.	Evaluation, assessment, and judgement of choices is effective and convincing. All key discipline-specific concepts and issues are considered in evaluation.
Applies Best Implementation Plan Student applies knowledge and skills (concepts and frameworks from	Link between evaluation and option is weak. Student does not adequately apply knowledge and skills to the current business	Link between analysis and option selected is adequate. Student applies adequate knowledge and skills to the current business	A very strong and visible link between analysis and the option selected is provided. Student proficiently and

lower and upper core) and applies to business practice	practice	practice	effectively applies knowledge and skills to the current business practice.
--	----------	----------	---