Woodbury University School of Business’ Mission Statement:

The Mission of Woodbury University’s School of Business is to cultivate the distinctive talents of each student to prepare future leaders of business who communicate effectively, act ethically, and think globally.

MBA Program: Key Learning Goals:

To operationalize this mission, the following MBA degree program learning goals have been identified:

1. Ability to demonstrate leadership competencies
2. Ability to act in an ethical manner
3. Ability to communicate effectively
4. Ability to act effectively in a global business environment
5. Ability to integrate strategies within overall organizational context
6. Domain-specific Knowledge and Skills

Stated below are learning objectives corresponding to each learning goal, with Bloom’s Taxonomy related to different levels of learning shown in parentheses.

1. Learning Goal: Ability to demonstrate leadership competencies

Learning Objectives – MBA Program

- To develop and enhance existing leadership strengths in oneself and others and to acquire relevant, new leadership skills (Application, Synthesis, Evaluation)
- To determine and select the most effective leadership approach after examining the context, the people, and the organization (Synthesis, Evaluation)
- To assess the ability to lead a team towards the successful completion of goals (Evaluation)

2. Learning Goal: Ability to act in an ethical manner

Learning Objectives – MBA Program

- To analyze specific examples of moral challenges faced by business leaders and to show the ethical implications of decisions (Application and Analysis)
3. Learning Goal: *Ability to communicate effectively*

Learning Objectives – MBA Program

- To demonstrate the application of effective communication skills in speaking, writing, and using electronic media. (Application, Analysis)
- Ability to express one’s position succinctly, logically, and persuasively (Synthesis)
- To apply communication strategies to improve team effectiveness (Application, Analysis)
- To apply communication skills across diverse contexts and environments (Application, Analysis, Synthesis)

4. Learning Goal: *Ability to act effectively in a global business environment*

Learning Objectives – MBA Program

- To demonstrate the ability to apply management strategies to global business decisions (Application, Analysis, Synthesis)
- To assess the effectiveness of global leadership strategies in terms of international best practices. (Evaluation)

5. Learning Goal: *Ability to integrate strategies within overall organizational context*

Learning Objectives – MBA Program

- To identify salient features of complex situations and organizations and be able to recommend an effective change strategy (Synthesis)
- Ability to adapt strategic thinking creatively to address unpredictable situations and contexts (Analysis, Synthesis)
- To demonstrate the ability to integrate and synthesize various functional areas and to assess their effectiveness in terms of achieving overall organizational goals/success (Synthesis, Evaluation)