

California State University, Stanislaus
Business Administration (MBA)
Curriculum Map

An Alignment of Program Core Courses, Graduate Learning Goals, Program Student Learning Objectives, Assessment Methods, Instructional Emphasis, and Primary Assessment Methods

Emphasis of Goal/Objective

Indicates the relative emphasis the student learning objective receives in the courses: H=High, M=Med, L=Low

Primary Assessment Method

For primary assessment methods, see MBA Assessment Plan

Six Graduate Learning Goals	Program Learning Objectives	Accounting							BLW	Computer Information Systems						
		ACC 5070: Principles of Accounting*	ACC 5110: Management Accounting	ACC 5120: Concepts in Accounting and Fraud Examination	ACC 5145: Business and Investment Tax Planning	ACC 5175: Accounting for Governmental and Nonprofit Entities	ACC 5940: Internship	ACC 5960: Graduate Project	ACC 5990: Graduate Thesis*	BLW 5190: International Legal Environment of Business	CIS 5620: Computer Information Systems	CIS 5710: Decision Support Systems	CIS 5750: Data Base Management Systems	CIS 5940: Internship	CIS 5960: Graduate Project	CIS 5990: Graduate Thesis*
1. Advanced knowledge, skills, values	Demonstrate knowledge and understanding in the functional (core) areas of the MBA curriculum (management, marketing, operations management, management accounting and finance, information systems management, and information technology). Demonstrate an ability to apply such knowledge in making analytical judgements and decisions within these functional areas.		H	H	H	H	L	M			H	H	H	H	H	
2. Creative, analytical, critical thinking	Be able to think critically with sufficient depth and agility (using information technology where appropriate) so as to be able to analyze complex business situations, integrating facts and information related to the business disciplines and making informed and defensible recommendations of a strategic business nature.		H	M	M	M	L	H			M	M	M	L	M	
	Demonstrate the ability to work effectively in small teams to solve problems, analyze business situations, and effectively present these analyses and findings.		H	M	M	M	L	H			M	M	M	L	M	
3. Individual and collaborative research in contributing scholarship			L	L	L	L	L	M			L	L	L	L	L	
4. Global perspectives			L	L	L	M	L	M			L	L	L	L	L	
5. New and various methods and technologies			L	M	H	M	M	M			M	H	H	M	H	
6. Oral and written communication, information from myriad sources	Demonstrate an ability to communicate concisely and effectively both orally and in writing.		M	L	L	L	M	H			L	L	L	M	M	
	Demonstrate the ability to work effectively in small teams to solve problems, analyze business situations, and effectively present these analyses and findings.		M	L	L	L	M	H			L	L	L	M	M	

Bold indicates Core Course

*Course not offered

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Six Graduate Learning Goals	Program Learning Objectives	Management										Marketing											
		MGT 5040: Management of International Business*	MGT 5050: The Administrative Process*	MGT 5100: Organizational and Administrative Theory	MGT 5200: Seminar in Organizational Behavior	MGT 5310: Business Organization, Theory, and Behavior	MGT 5540: New Business Ventures	MGT 5610: Human Resources	MGT 5620: Collective Bargaining	MGT 5900: Integrated Business Strategy and Project Development	MGT 5940: Internship	MGT 5960: Graduate Project	MGT 5990: Graduate Thesis*	MKT 5090: Marketing Fundamentals*	MKT 5410: Marketing Management	MKT 5430: International Marketing	MKT 5440: Physical Distribution	MKT 5450: Marketing Research	MKT 5460: Advanced Consumer Behavior	MKT 5940: Internship	MKT 5960: Graduate Project	MKT 5990: Graduate Thesis*	
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2. Creative, analytical, critical thinking	Be able to think critically with sufficient depth and agility (using information technology where appropriate) so as to be able to analyze complex business situations, integrating facts and information related to the business disciplines and making informed and defensible recommendations of a strategic business nature.			M	M	H	H	M	M	H	M	M			H	M	H	H	H	M	M		
	Demonstrate the ability to work effectively in small teams to solve problems, analyze business situations, and effectively present these analyses and findings.			M	M	H	H	M	M	H	M	M			H	M	H	H	H	M	M		
3. Individual and collaborative research in contributing scholarship				L	L	L	L	L	L	M	L	H			L	L	L	M	L	L	H		
4. Global perspectives				M	L	L	L	M	L	M	L	M			M	H	M	M	M	M	M		
5. New and various methods and technologies				L	L	L	L	L	L	M	M	M			L	L	M	M	L	M	M		
6. Oral and written communication, information from myriad sources	Demonstrate an ability to communicate concisely and effectively both orally and in writing.			M	H	H	M	M	M	M	L	H			M	M	L	M	M	M	H		
	Demonstrate the ability to work effectively in small teams to solve problems, analyze business situations, and effectively present these analyses and findings.			M	H	H	M	M	M	M	L	H			M	M	L	M	M	M	H		

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Six Graduate Learning Goals		Program Learning Objectives		Operations Management							
				OM 5090: Business Research Techniques*	OM 5510: Advanced Quantitative Business Methods	OM 5590: Advanced Topics in Operations Management	OM 5630: Seminar in Quality and Productivity Management	OM 5650: Management of Technology and Innovation	OM 5940: Internship	OM 5960: Graduate Project	OM 5990: Graduate Thesis*
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	Be able to think critically with sufficient depth and agility (using information technology where appropriate) so as to be able to analyze complex business situations, integrating facts and information related to the business disciplines and making informed and defensible recommendations of a strategic business nature.		M	M	M	L	L	M			
2. Creative, analytical, critical thinking	Demonstrate the ability to work effectively in small teams to solve problems, analyze business situations, and effectively present these analyses and findings.		M	M	M	L	L	M			
3. Individual and collaborative research in contributing scholarship			M	L	M	L	L	H			
4. Global perspectives			L	M	H	M	L	M			
5. New and various methods and technologies			M	M	H	H	M	H			
6. Oral and written communication, information from myriad sources	Demonstrate an ability to communicate concisely and effectively both orally and in writing.		L	M	M	M	M	M			
	Demonstrate the ability to work effectively in small teams to solve problems, analyze business situations, and effectively present these analyses and findings.		L	M	M	M	M	M			

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