

PMBA AND EMBA
Learning Goals and Objectives

The Seidman College of Business provides a rigorous learning environment, with a student focus, a regional commitment, and a global perspective.

(1) Effective Business Communication

- 1.1 Students will develop clear, concise and well-organized written communications.
- 1.2 Students will develop and deliver effective presentations.

(2) Business Acumen and Strategic Decision Making

- 2.1 Students will demonstrate proficiency in core business knowledge/concepts.
- 2.2 Students will demonstrate proficiency in integrating business disciplines to solve problems and formulate strategic alternatives.

(3) Global and Inter-Cultural Competence

- 3.1 Students will identify and be sensitive to inter-cultural and global factors impacting business decision-making.
- 3.2 Students will integrate inter-cultural and global factors in problem solving and decision-making.

(4) Values Driven Leadership

- 4.1 Students will apply ethical models and theories to decision making.
- 4.2 Students will work effectively and collaboratively in a team towards a shared goal.
- 4.3 Students will articulate their own values-driven leadership philosophy.