

MBA Program Learning Goals and Objectives

San Francisco State MBA graduates will gain the necessary knowledge, skills and perspective needed to deliver superior performance within their organizations and the communities they serve. They will be prepared to engage in lifelong learning.

In particular, they will demonstrate:

- 1) **Functional and enterprise knowledge** – Each student will demonstrate competence in each of the major business disciplines as well as an understanding of:
 - a. The enterprise as a whole.
 - b. The interrelationships of the disciplines within a strategic business framework.
 - c. Emerging knowledge in business disciplines, technologies, and markets.
- 2) **Ethical, global and social awareness** – Each student will be aware of ethical, global and social issues surrounding key business decisions, act responsibly and:
 - a. Identify, articulate and disseminate the core organizational values.
 - b. Evaluate the ethical, global and social issues of each business option for every stakeholder group.
 - c. Make business decisions consistent with stakeholder needs and organizational values.
- 3) **Problem solving and critical thinking skills** – Each student will demonstrate effective use of the following skills in business situations:
 - a. Master qualitative and quantitative techniques to gather and analyze relevant data and derive appropriate conclusions.
 - b. Exhibit critical thinking and analytical ability in solving problems within and across organizations.
 - c. Apply current and emerging business knowledge and technology to make strategic decisions in complex and changing environments.
- 4) **People skills** – Each student will be able to demonstrate effective intra and interpersonal skills especially in dealing with diversity of thought and opinion, and:
 - a. Exhibit leadership when appropriate.
 - b. Demonstrate the ability to work effectively in teams.
 - c. Understand the perspective of others and treat them in a culturally appropriate and respectful manner.
- 5) **Communication skills** – Each student will demonstrate effective oral and written communication skills. In particular, each student will be able to:
 - a. Create and deliver effective business presentations to diverse audiences.
 - b. Organize and write professional documents appropriate for the audience.