

EMBA Curriculum Matrix

Goals and Objectives	Courses																		
	MBAA 670 Understanding Human Behavior in Organizations	MBAA 671 Leading Innovation and Change in Cross-Cultural Environments	MBAA 690 Contemporary Legal, Regulatory, and Ethical Issues in Business	MBAA 681 Applied Strategic Project I	MBAA 672 Quantitative Analysis for Business Operations	MBAA 663 Management Accounting and Control	MBAA 673 Strategic Issues In Corporate Finance	MBAA 682 Applied Strategic Project II	MBAA 664 The Impact of the Macro Environment on Business Decisions	MBAA 674 Evaluating Competitiveness of Business Enterprises	MBAA 678 Managing Information Systems for Business Innovation	MBAA 683 Applied Strategic Project III	MBAA 665 Contemporary Marketing Applications	MBAA 675 Strategic Marketing in Competitive Environments	MBAA 677 Business and Management Practices in Global Settings	MBAA 684 Applied Strategic Project IV	MBAA 676 Crafting Business Strategy	MBAA 679 Planning and Controlling Strategic Implementation	MBAA 685 Applied Strategic Project V
Goal 1: Strategic Analysis																			
Objective 1: Students recognize the importance of multi-disciplinary problem solving																			
Objective 2: Students engage in multi-disciplinary problem solving																			
Objective 3: Students develop and justify strategic recommendations that indicate the integration of a variety of business functions																			
Goal 2: Teams																			
Objective 1: Students identify characteristics of team members, and explain their implications for	I, D	D, M																	

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leadership, communication styles, decision making and team dynamics.																				
Objective 2: Students evaluate performance effectiveness, and select and apply appropriate motivation and reward theories to obtain expected performance outcomes.	I, D	D, M																		
Objective 3: Students provide ongoing developmental feedback that is useful, timely, and non-threatening.	I, D	D, M																		
Goal 3: Strategic Decision Making																				
Objective 1: Students are able to recognize strategic dilemmas in business situations.				I			D	D				D				D	D	D		M

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Objective 3: Design structures, processes, controls, and performance management systems best suited to implement grand strategy.	I	MBAA 670 Understanding Human Behavior in Organizations
	I	MBAA 671 Leading Innovation and Change in Cross-Cultural Environments
	I	MBAA 690 Contemporary Legal, Regulatory, and Ethical Issues in Business
	I	MBAA 681 Applied Strategic Project I
		MBAA 672 Quantitative Analysis for Business Operations
		MBAA 663 Management Accounting and Control
		MBAA 673 Strategic Issues In Corporate Finance
	I	MBAA 682 Applied Strategic Project II
		MBAA 664 The Impact of the Macro Environment on Business Decisions
		MBAA 674 Evaluating Competitiveness of Business Enterprises
	I	MBAA 678 Managing Information Systems for Business Innovation
	I	MBAA 683 Applied Strategic Project III
		MBAA 665 Contemporary Marketing Applications
		MBAA 675 Strategic Marketing in Competitive Environments
		MBAA 677 Business and Management Practices in Global Settings
	I	MBAA 684 Applied Strategic Project IV
D	MBAA 676 Crafting Business Strategy	
D	MBAA 679 Planning and Controlling Strategic Implementation	
M	MBAA 685 Applied Strategic Project V	