

PKE Courses Numbers	MBAK 611 Leadership Challenges for Company Presidents & Senior Execs	MBAK 612 Creating the Future	MBAK 662 LEADING ORG CHANGE	MBAK 671 Project Seminar	MBAK 621 Industry Analysis & Performance Forecasting	MBAK 622 The Contemporary Global Environment	MBAK 672 Project Manager	MBK 613 ORGANIZATIONAL ETHICS	MBAK 631 Integrated Financial & Managerial Accounting Systems	MBAK 632 Resource Acquisition & Allocation	MBAK 673 Project Seminar	MBAK 641 Modeling the Customer Value Chain	MBAK 676 International Session	MBAK 642 Building Market Driven Organizations	MBAK 674 Project Seminar	MBAK 651 Strategic Thinking	MBAK 652 Generating & Analyzing Strategic Options	MBAK 661 Implementing Strategic Decisions	MBAK 675 Project Seminar	MBAK 677 Project Seminar	MBAK 678 Project Seminar	MBAK 679 Project Seminar
Program Learning Goals and Objectives																						
Obj. 2.1: Students will prepare a financial forecast for an organization.	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X
Obj. 2. 2: Students will demonstrate the ability to analyze financial information.	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X
Obj. 2.3: Students will effectively communicate financial recommendations for an organization.	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X
GOAL 3: Students will be able to critique the external environment of an organization. This will include the economic, social/cultural, political/legal/regulatory, technological, demographic, natural and competitive elements of the environment from a global perspective.																						
Obj. 3.1: Students will	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X

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	develop scenarios for change in external variables.																							
	Obj. 3.2: Students will develop a competitive/industry analysis for an organization that will examine both current and anticipated competition.	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X	
	Obj. 3.3: Students will effectively communicate the potential implications of changes in environmental variables.	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X	
	GOAL 4: Students will be able to generate recommend/prepare) a marketing plan for an organization.																							
	Obj. 4.1: Students will develop a complete marketing mix for an organization	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X	

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	Obj. 4.2: Students will develop an understanding of how to create, deliver and communicate value in a product.	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X
	GOAL 5: Students will demonstrate the ability to prepare a strategic plan for an organization.																						
	Obj. 5.1: Students will demonstrate the ability to envision an organization's desired future state, including articulating appropriate vision, mission and GOALS.	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X
	Obj.5. 2: Students will demonstrate the ability to identify an organization's strengths and weaknesses.	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X

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<p>Obj. 5.3: Students will demonstrate the ability to effectively communicate the long- and short-term consequences of their proposed strategies.</p>	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	X	X	X	X