

Idaho State University
Master of Business Administration
Course Learning Outcomes

MBA 6610/ECON 6610, Applied Economics

- Use the concepts of supply, demand and elasticity to analyze the impact of economic events on consumers and producers.
- Develop an understanding and be able to apply cost theory of the firm.
- Describe and analyze the performance of firms under different market structures.
- Define Gross Domestic Product and understand its components.
- Explain the effects of inflation on the economy and adjust data series for inflation.
- Identify and describe different types of unemployment.
- Apply the theory of aggregate supply and demand to analyze how events affect the economy.
- Develop an understanding of fiscal policy and analyze the effects of different fiscal policies.
- Develop an understanding of money, financial crises and monetary policy and analyze the effects of different monetary policies.

MBA 6611/ACCT 6611, Financial Reporting and Managerial Accounting

- Demonstrate an understanding of the income statement, statement of retained earnings, balance sheet and the statement of cash flows (intermediate competency level).
- Perform basic financial statement analysis (intermediate competency level).
- Demonstrate an understanding of basic managerial accounting concepts including cost/volume/profit and budgeting concepts (intermediate competency level).
- Make management decisions using relevant costs (intermediate competency level).

MBA 6613/MKTG 2225, Introduction to Marketing

1. Recognize the marketing concept as the foundation for marketing decision making,
2. Recognize market segmentation and selection of target markets as a major component of marketing strategy, and
3. Recognize the marketing mix (the 4Ps) as a major component of marketing strategy, based on the results of #2.
4. Consider the ethical issues relevant to contemporary marketing, including social responsibility.
5. Recognize the necessity of a global perspective in marketing, as all business functions.

MBA 6615/FIN 3315, Corporate Financial Management

- Calculate and apply the time value of money concepts.
- Calculate and apply capital budgeting techniques.
- Estimate risk and expected return.
- Evaluate the relation between risk and return in a financial context.

MBA 6620, Quantitative Information for Business Decisions

- Integrate and strategically apply business concepts to make business decisions
- Strategically and skillfully conduct industry and financial analyses
- Appreciate the economic, political, social, legal, and ethical issues in the global business environment
- Demonstrate competent critical thinking in business analysis

MBA 6622, Corporate Finance for MBAs

- Develop an integrative and strategic focus for applying business disciplines to solve problems and make business decisions
- Conduct skillful industry and financial analyses
- Appreciate the economic, political, social, legal, ethical, and global environments in which business operates
- Demonstrate competency in critical thinking

MBA 6623, Marketing in a Consumer Culture

- Understand and retain a variety of social theoretical concepts to understand consumers, consumer behavior, and consumer culture.
- Apply marketing theories and social theoretical concepts to develop value propositions
- Analyze and understand extant marketing copy and cases.

MBA 6625/ACCT 6625, Managerial Control Systems and Corporate Social Responsibility

- Investigate the management and use of information in decision-making, performance measurement, and control systems.
- Understand the “levers”, elements, applications, and behavioral ramifications of management control systems.
- Understand the measurement and implementation issues involved in management control system design.
- Use knowledge gained in undergrad and graduate courses in an applied setting.
- Continue/Initiate a process of intentional and self-directed learning.
- Apply management frameworks to evaluate why companies are/are not successful.

MBA 6626, Business Policy and Strategy

- Critically evaluate an organization’s mission and/or vision
- Critically evaluate an organization’s performance
- Critically evaluate an organization’s external environment
- Critically evaluate an organization’s internal environment
- Critically evaluate an organization’s strategy
- Conduct an ethical analysis of alternative courses of action
- Develop, make and defend a viable recommendation
- Plan for strategy implementation
- Analyze and discuss effective strategic leadership

MBA 6628, Applied Business Solutions**MBA 6637, Introduction to Business Analytics**

- Explain the role of predictive analytics in a business context.
- Demonstrate a data-analytic approach to business problems.
- Use the CRISP-DM process in designing and implementing a predictive analytic problem.
- Correctly identify modeling types within statistical software (specifically JMP).
- Identify and produce appropriate predictive analytic results based on target variable modeling type.
- Interpret output of predictive analytic models in a business context.