

**GSU College of Business
MBA Core Course Learning Outcomes**

Updated 9/24/2015

**ACCT 6100
ACCT 7101
ECON 6100
ECON 7500
FIN 7101
MIS 7101
MGMT 6100
MGMT 6700
MGMT 7400
MGMT 7500
MGMT 7600
MGMT 8900
MKTG 7100**

ACCT 6100 Foundations of Accounting and Finance

COURSE OBJECTIVES:

Upon completing the course, students will be able to

- 1) Describe main purpose of accounting and role of accounting in organizations;
- 2) Describe concepts and principles used to produce financial statements;
- 3) Analyze transactions;
- 4) Interpret four basic financial statements: balance sheet, income statement, statement of retained earnings and cash flow statement;
- 5) Identify major differences between financial accounting and managerial accounting;
- 6) Describe fundamentals of managerial accounting and cost accumulation systems;
- 7) Compare job-order costing to process costing;
- 8) Describe cost behavior and apply CVP analysis;
- 9) Describe and apply time value of money;
- 10) Calculate and interpret financial ratios.

ACCT 7101 Strategic Management Accounting

COURSE OBJECTIVES:

Upon completion of this course, the student will be able to understand the theoretical and practical aspects of accounting for decision making including:

- 1) Apply fundamentals of managerial accounting and cost accumulation systems;
- 2) Distinguish between job-order costing and process costing
- 3) Distinguish between traditional and activity based costing approaches to design a costing system;
- 4) Analyze cost behavior, perform cost-volume-profit analysis and profit planning;
- 5) Prepare budgets: sales budget, production budget, direct material budget, direct labor budget, manufacturing overhead budget, cash budget, and budgeted financial statements;

- 6) Use standard costing and balanced scorecard for planning, control and cost management;
- 7) Utilize accounting information for decision making.
- 8* Understand the theoretical and practical aspects of accounting for decision making

ECON 6100 Foundations of Economics

Expected Learning Outcomes. After successfully completing this course, students should be able to:

1. Apply the concept of opportunity cost to analyze how scarce resources are allocated.
2. Use supply and demand analysis in explaining how individual markets function.
3. Explain how firms use cost analysis to make production decisions, and compare behaviors and decision-making processes of firms under various market structures (perfect competition, monopoly, monopolistic competition and oligopoly).
4. Analyze the role of government with regard to market failures (e.g., public goods, common resources, externalities)
5. Define and analyze the components of Gross Domestic Product (GDP), and explain how they are used as country performance indicators.
6. Define and analyze the components of Consumer Price Index (CPI), and explain how they are used to calculate inflation.
7. Use data to calculate various labor market indicators, such as labor force participation rate, unemployment rate, and analyze them.
8. Construct the Aggregate Demand – Aggregate Supply model, and apply it to explain business cycle fluctuations.
9. Describe and assess the principal Macroeconomic policymakers in the U.S. and the components of Macroeconomic policy for which they are responsible.
10. Explain and analyze the objectives and methods of fiscal and monetary policy.

ECON 7500 Managerial Economics & Forecasting (from 2010 curriculum approval)

Expected Student Outcomes:

Upon completion of this course, the student should be able to:

1. describe the neoclassical theory of the firm,
2. use regression analysis to estimated demand, cost, and production functions,
3. estimate and develop econometric and forecasting models using time series and cross section data using an econometric software program,
4. use break-even, capital budgeting techniques and risk analysis for assessing the firm's development and competitive strategies, and
5. incorporate each of these tools as practical management techniques in the decision-making process.

FIN 7101 Financial Management

Expected Student Outcomes

Upon successful completion of the course, students will be able to:

1. Differentiate among various forms of business organizations.
2. Explain time value of money.
3. Calculate annuities and perpetuities.
4. Compute the price, yield, coupon, and time to maturity for bonds.
5. Determine the price and return for stocks.
6. Implement various investment criteria.
7. Calculate operating cash flow using various approaches.
8. Evaluate forecasting risk.
9. Conduct break-even analyses.

MIS 7101 Information Systems & Technology

Course Learning Outcomes:

Upon completing the course, students will be able to:

1. Apply a framework and process for aligning and organization's IT objectives with business strategy.
2. Defend the strategic value of information resources for an organization.
3. Participate in an organization's information systems and technology decision-making processes.
4. Identify ways information systems & technology may improve an organization's performance, including improving organizational processes, decision-making, collaboration, and personal productivity.
5. Define what a manager should be able to expect from an IT department in an organization.
6. Build a business case for IT, addressing key IT acquisition decisions such as make/buy; outsource/insource; project management.
7. Apply a framework for evaluating information-related ethical dilemmas commonly faced by managers.

MGMT 6100, Foundations of Management and Marketing

Learning Outcomes (from current syllabus, Fall 2012)

1. Describe the role and functions of marketing management.
2. Evaluate issues that can impact consumer satisfaction.
3. Compare and contrast target marketing strategies.
4. Distinguish between retailing and wholesaling functions and operations.
5. Explain how companies can adapt their marketing plans to the global marketplace.
6. Define management, the needs that management must address: management functions, management roles, and the different levels of management.
7. Discuss the ethical issues involved when proactively managing for social responsibility.
8. Explain the importance of planning, the types of plans, and the planning process.
9. Discuss the process of organizing and the reasons why different organizations adopt different approaches to structuring their operations.

10. Discuss the concepts of staffing, communication, motivation, leadership, team management and leadership and the socio-cultural and legal influences on these activities.
11. Use the different principles and theories of control.

MGMT 6700, Foundations of Managerial Statistics
Learning Outcomes (faculty retreat, January 2011)

1. Explain how statistics is used in business and public administration
2. Explore data sources, and implement sampling methods; apply sound practices in data collection; organize and present data (histograms, bar and pie charts, cross tabulations, scatter plots, etc.)
3. Compute the measures of location, variation, and relationship and interpret the results relationship (mean, median, standard deviation, correlation, etc.)
4. Apply probability and sampling theory (rules of probability, conditional probability, Bayes' theorem, random variables, central limit theorem, sampling distributions)
5. Compute confidence intervals (for mean, proportion, and variance; for one and two populations)
6. Develop and implement hypothesis testing (understand type I and II errors, p-value, for one and two populations, ANOVA)
7. Use the simple and multiple linear regression methods model (line of best fit, coefficient of determination, inference about slope and correlation, estimation and prediction, residual analysis, outliers and influential points, issues of heteroskedasticity, multicollinearity, and autocorrelation)
8. Use software to perform statistical computations

MGMT 7400 Operations Management
Learning Outcomes (from syllabus approved by UCC, 2011)

1. Appreciate the strategic significance of the operations management and supply chain management functions, and their relationships to other business functions such as marketing and finance
2. Apply the concepts of productivity, strategy, innovation, competitiveness, optimization, and uncertainty to service and manufacturing operations, and implement steps to enhance them
3. Implement effective project management through Activity Network Diagrams, Critical Path Method, Project Evaluation and Review Technique, and Gantt Chart
4. Analyze and design manufacturing and service processes. Implement job design, work measurement, and business process reengineering
5. Apply the concepts of good design for both goods and services
6. Apply the principles of Total Quality Management, Six Sigma methodology, ISO 9000 standards, and the Malcolm Baldrige National Quality Award criteria
7. Demonstrate the use of quality improvement techniques such as statistical control charts, flow charts, cause and effect diagrams, and affinity diagrams
8. Demonstrate sound capacity and facility location decisions
9. Apply forecasting models in operations
10. Implement basic inventory models to manage raw material, WIP, and finished goods
11. Use planning methodologies for operations, such as Aggregate Planning, Master Production Scheduling, Materials Requirement Planning, Enterprise Resource Planning, and Supply Chain Planning
12. Implement alternative approaches in operations planning, such as lean or Just-In-Time systems, synchronous manufacturing, and the Theory of Constraints

MGMT 7500 Organizational Behavior in the Global Context
Learning Outcomes (faculty retreat, January 2011)

- Learn and apply theories of motivation and stress
- Understand and appreciate individual differences in culture, cognition, and emotional processes
- Build, manage, and lead productive groups and teams
- Recognize organizational processes related to leadership, decision making, conflict, power and politics, and communications
- Conduct organizational analysis and formulate improvement plans related to organizational structure
- Identify and deal with challenges related to organizational change and redesign
- Manage individual, group, and organizational processes ethically
- Effectively communicate orally and in writing

MGMT 7600, International Business
Learning Outcomes (faculty retreat, January 2011)

- Demonstrate an understanding of the economic changes around the world
- Demonstrate an understanding of the political changes around the world
- Describe and explain trade and investment patterns on a global scale
- Analyze the dynamics of the global monetary system
- Recognize the critical role that cultural differences have in international business
- Examine the strategies and structures that firms adopt in the changing market place
- Understand core business functions in an international context

MGMT 8900, Strategic Management in the Global Context
Learning Outcomes (faculty retreat, January 2011)

- Evaluate the competitive environment of an organization using tools such as the 5 forces model of competition, driving force analysis, strategic group mapping and competitor analysis
- Evaluate organizational resources and competitive position using tools such as SWOT analysis, value chain analysis, and benchmarking
- Formulate strategies that are effective and ethical
- Demonstrate adequate understanding of the strategy implementation process
- Effectively communicate orally and in writing

MKTG 7100,
Learning Outcomes (from syllabus approved by UCC, 2007)

1. Demonstrate skill in using a variety of analytical frameworks for making decisions implicit in strategic marketing management and planning
2. Demonstrate an understanding of how markets contrast in terms of their “enduring characteristics”, their stage of development and how the nature of competition in such markets is impacted
3. Demonstrate skills in planning a variety of marketing management tools, ranging from new product entry strategy to international market product life cycle management and strategy
4. Demonstrate skill in organizing for effective strategic marketing and in implementing the market planning process

