

# Undergraduate Management Program Learning Goals

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## **Mission Statement**

Our mission is to foster a dynamic and collegial environment that serves our two most important goals: the creation of knowledge, and the education of future business leaders. We produce rigorous and relevant research that enriches the understanding and practice of business. We develop graduates whose professional expertise, skills and leadership are enhanced by a unique understanding of the global marketplace. Through our service and our achievements in research and education, we contribute to the welfare of our main constituents: our students, alumni, university, state and business partners.

## **Learning Goals**

1. Students should understand the role of management and managers in building an effective organization.
2. Students should understand the role of research in improving managerial practice.
3. Students should be able to apply management principles to determine how managers should respond to particular challenges or opportunities confronting an organization.
4. Students should be able to effectively communicate management principles or the application of those principles to particular organizational circumstances.