The learning goals for the Gustavson School of Business academic programs fit with the Gustavson strategy and vision. Each program has established learning goals and objectives to produce a structure that reflects the School’s core values, and its unique components. For further information, see the Gustavson Assurance of Learning Charter.

Master of Business Administration (MBA)

**MBA Learning Goal 1: Business Understanding**
Gustavson MBA graduates will have a fundamental understanding of the core business disciplines.

- Objective 1.a: Graduates will apply basic concepts in core business disciplines.

**MBA Learning Goal 2: Global Mindset**
Gustavson MBA Graduates will have a global perspective and the international business knowledge to succeed in a complex world.

- Objective 2.a: Graduates will demonstrate an understanding of the challenges and opportunities of conducting business in an international setting and apply that understanding in making business decisions.

**MBA Learning Goal 3: Sustainability/Social Responsibility**
Gustavson MBA graduates will recognize that organizations and their members have a responsibility to the broader society of which they are a part, and act accordingly.

- Objective 3.a: Graduates will demonstrate consciousness of the ethical, environmental and social concerns of operating in a global environment.

**MBA Learning Goal 4: Professionalism**
Gustavson MBA graduates will conduct themselves professionally, communicating effectively, collaborating productively and maintaining high ethical standards.

- Objective 4.a: Graduates will communicate effectively in written English.
Learning Goals Not Being Measured in this Cycle (MBA)

These learning goals continue to be important and will be raised up as priorities in future cycles as the above learning goals go through their improvements.

**MBA Learning Goal 4: Professionalism**
Gustavson MBA graduates will conduct themselves professionally, communicating effectively, collaborating productively and maintaining high ethical standards.

- Objective 4.b: Graduates will prepare and deliver effective presentations.
- Objective 4.c: Graduates will effectively operate in a team environment.
- Objective 4.d: Graduates will conduct themselves according to the highest standards of integrity and respect for colleagues.

**MBA Learning Goal 5: Integration (parked)**
Gustavson MBA graduates will effectively integrate knowledge when making complex organizational decisions.

- Objective 5.a: Graduates will analyze real business problems and integrate diverse knowledge in solving them.

**MBA Learning Goal 6: Creativity (parked)**
Gustavson MBA graduates will foster and embrace creativity and innovation.

- Objective 6.a: Graduates will apply creative thinking techniques to come up with innovative solutions.
- Objective 6.b: Graduates will apply critical thinking skills in addressing business problems.
Master of Global Business (MGB)

**MGB Learning Goal 1: Academic Knowledge of Global Business**
Gustavson MGB graduates will be knowledgeable in key business disciplines and their application in international contexts.

- Objective 1.a: Students will illustrate knowledge of core business disciplines applied to a global context in: International Finance, International Marketing, Strategy and International Supply Chain Management.

**MGB Learning Goal 2: Enhanced Global Mindset**
Gustavson MGB graduates will possess a global mindset with a high level of cultural awareness.

- Objective 2.a: Students will develop a global mindset and possess a high level of cultural awareness.

**MGB Goal 3: Cross-Cultural Communication Proficiency**
Gustavson MGB graduates will possess cross-cultural communication that increases effectiveness in international contexts.

- Objective 3.a: Students will demonstrate competency in communicating at a basic level in a language other than their mother tongue or English.

**MGB Goal 4: Integration**
Gustavson MGB graduates will be able to integrate high-level concepts that affect strategic decision making for global business effectiveness.

- Objective 4.a: Students will demonstrate an understanding of how key business discipline areas of study, together with cross-cultural awareness, affect strategy decisions in companies doing business internationally.
PhD in International Management and Organization

**PhD Learning Goal 1: Core Knowledge and Research Tools**
Gustavson PhD graduates will master the core knowledge and research tools in international management and organization.

- Objective 1.a: Gustavson PhD students will demonstrate mastery of the core knowledge in their chosen field of study.
- Objective 1.b: Gustavson PhD students will demonstrate mastery of the methodological tools needed for conducting research.

**PhD Learning Goal 2: Integrative Thinking**
Gustavson PhD graduates will be integrative thinkers across theoretical and disciplinary domains.

- Objective 2.a: Gustavson PhD students will demonstrate an ability to use relevant research from different domains.

**PhD Learning Goal 3: Knowledge Advancement**
Gustavson PhD graduates will advance knowledge in important questions relating to academic research and global societal issues.

- Objective 3.a: Gustavson PhD students will demonstrate an ability to significantly advance knowledge in important questions relating to academic research and/or societal issues.

**PhD Learning Goal 4: Active Academic Community Participation**
Gustavson PhD graduates will play an active role in contributing to the research culture and output of Gustavson School of Business.

- Objective 4.a: Gustavson PhD Students will demonstrate the ability to actively contribute to the research culture and output of Gustavson School of Business.