

**Wake Forest School of Business**  
**Learning Outcomes - AY2013/14 & 2014/15**  
**MA in Management Program**

	Academic Year 2014/2015		Academic Year 2013/2014	
	Meets or Exceeds Expectations	Fails to Meet Expectations	Meets or Exceeds Expectations	Fails to Meet Expectations
<b>Awareness of contemporary business issues</b>				
Will summarize the significant trends in business and interpret their impact on the practice of business	92%	8%	78%	22%
Will identify the present-day issues within disciplines	81%	19%	91%	9%
Understand management issues from a global perspective	95%	5%	99%	1%
<b>Knowledge of business disciplines and holistic understanding of their interrelationships</b>				
Will describe purpose of each business discipline and apply foundation concepts of each discipline	93%	7%	100%	0%
Will describe ways various areas of an enterprise support and interact with one another and impact the broader society	98%	2%	90%	10%
<b>Effective communicators</b>				
Will prepare and deliver professional presentations	98%	2%	61%	39%
Will write professional reports	100%	0%	99%	1%
Will write professional memos	100%	0%	Learning Objective Not Trgeted by Program	
Effectively use communication technologies (e.g., email, document sharing, blogs, social networking) to support both personal and organizational objectives	100%	0%	Learning Objective Not Trgeted by Program	
<b>Effective decision makers</b>				
Will focus on root cause of the problem and not symptoms of the problem	93%	7%	99%	1%
Will develop measures that provide insight into the true nature of the problem or opportunity and effectively locate or collect data relevant to these measures	86%	14%	82%	18%
Will analyze data using appropriate tools and frameworks	92%	8%	94%	6%
Critically evaluates alternative solutions in concert with long-term strategy	90%	10%	86%	14%
Can model uncertainty/ambiguity and deals effectively with the treatment of risk during the decision-making process	92%	8%	92%	8%
<b>Effective team building skills, team members, and team leaders</b>				
Works effectively with other members of a team in a diverse working environment	98%	2%	100%	0%
Effectively manages conflict	98%	2%		
<b>Ability to develop and execute a plan</b>				
Produces project charter that clearly defines project scope, problem or opportunity to be addressed, and project goals and requirements	100%	0%	Learning Objective Not Trgeted by Program	
Produces detailed action plans	100%	0%	Learning Objective Not Trgeted by Program	
Monitors progress, takes appropriate action, and effectively coordinates information flow between all stakeholders	85%	15%	Learning Objective Not Trgeted by Program	
<b>Ethical leaders</b>				
Ability to develop a vision	96%	4%	Learning Objective Not Trgeted by Program	
Ability to coach	92%	8%	Learning Objective Not Trgeted by Program	
Ability to get results with integrity	98%	2%	Learning Objective Not Trgeted by Program	