Project-based MBA (PMBA) Learning Goals:

- **Communication skills.** Effectively communicate business concepts and analysis orally and in writing to organizational stakeholders.

- **Ethics and social responsibility.** Evaluate various ethical perspectives and use an ethical and legal framework for decision-making and social responsibility.

- **Critical, analytical and reflective thinking.** Analyze and solve complex managerial and organizational problems incorporating reflective thinking on the implications of the outcomes of those decisions.

- **Leadership and teamwork.** Lead and influence individuals and teams to achieve organizational objectives.

- **Organizational performance.** Analyze and use accounting, financial, and operational information to measure and influence organizational performance.

- **Understanding markets.** Identify and evaluate markets for the organization’s goods and services, articulate and influence the activities that make up the value chain for those goods and services, and use appropriate methodologies for ensuring product/service quality and speed to market.

- **Strategic and global thinking.** Design a strategic planning process, formulate a strategy, and implement a strategy to achieve sustainable competitive advantage for a firm.