LIGS U	Iniversity									
Course Le	earning Outcomes (CLOs)									
Program:			MBA							
Course #			MBA-1							
Course N	ame		Management							
Course D	escription		This course provides an overview							ent.
			Key topics include: Management s	tructures and styles; management	theories; management styles; chan	ge management;	leadership; and s	takeholder manaç	gement	
	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.		CLO 1	CLO 2	CLO 3					
			Apply contemporary and classical management theories to the practice of managing organizations	Select and integrate management processes to effectively lead organizations in a fast-changing environment	Indentify and implement management practices that promote equality and inclusion in a diverse organization					
	Upon completion of the MBA program:									
PLO 1	Knowledge of Business Students will develop a strategic lev	el of un	derstanding of key business fund	tions to:						
	Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.		×	×	×					
2	Identify appropriate management practices for various business settings.		х	х	х					
PLO 2	Critical Thinking and Problem Solving Skills Students will a	polv rele	evant critical thinking and probler	n solvina skills to:						
	Create and present solutions for improving business performance.		Х	X	х					
2	Select and use appropriate tools and research to solve complex managerial problems.		X	X	X					
	Ethical Leadership Students will identify the impact of leader	ship an	d ethics in business to:							
1	Synthesize intercultural practices, diversity, and social responsibility.		X	Х	X					
	Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.		×	X	×					
PI O 4	Global Professional Students will integrate a global perspec	tive on	management practices and proce	eses to:						
1	Identify opportunities through the lens of a cosmopolitan, global perspective.	uve on	X	X	X					
2	Analyze challenges and practices in local, national and global business communities.		x	х	×					

LIGS Univ	rersity					
Course Learnin	ng Outcomes (CLOs)					
Program:		MBA				
Course #		MBA-4				
Course Name		Communication				
Course Descrip	otion	This course provides the theories	and practices that lead to effective	e communication between people and	d within organizat	ions.
		Key topics inclue the communica	tion process, strategic communica	ation, communicating in organizations	and communicati	on managemen
PLO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.	CLO 1	CLO 2	CLO 3		
		Analyze the theory and practice of effective communication in order to improve the effectiveness of their own personal and professional communication processes	Determine effective communication strategies for various organizational requirements, situations and challenges in both public and private sector organizations	Choose between various written and spoken communication tools, rhetorical styles and messaging systems to create and deploy strategic communications.		
	Upon completion of the MBA program:					
PLO	1 Knowledge of Business Students will develop a strategic level o					
	1 Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.	x	x			
	2 Identify appropriate management practices for various business settings.			х		
DI O						
	2 Critical Thinking and Problem Solving Skills Students will apply	relevant critical thinking and proble	em solving skills to:			
	1 Create and present solutions for improving business performance.	x	X			
	2 Select and use appropriate tools and research to solve complex managerial problems.		x	х		
PLO	3 Ethical Leadership Students will identify the impact of leadershi	p and ethics in business to:				
	1 Synthesize intercultural practices, diversity, and social responsibility.		x	x		
	2 Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.	х	х			
PLO	4 Global Professional Students will integrate a global perspective	on management practices and prod	esses to:			
	Identify opportunities through the lens of a cosmopolitan, global perspective.	X		X		
	Analyze challenges and practices in local, national and global business communities.					

LIGS Univ	ersity						
Course Learnin	ng Outcomes (CLOs)						
Program:		MBA					
Course #		MBA-	2				
Course Name		Finan					
Course Descrip	otion		•		r non-financial managers including		
		Key to	ppics include the finance function, fi	inancial statement and ratio analys	is, financial strategies for organization	ons, and the finar	cial markets
PLO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.		CLO 1	CLO 2	CLO 3		
	- Good		Evaluate the role of an effective financial function within an organizatio, including financial statement and ratio analysis, and strategy development and execution.	Use qualitative and quantitiative methods to determine effective financial market strategies and models for organizations of various sizes and financial situations.	Apply quantitative methods to the analysis and practice of financial markets, including debt, equity and derivative marketplaces.		
	Upon completion of the MBA program:						
PLO	1 Knowledge of Business Students will develop a strategic le	vel of u	inderstanding of key business fu	nctions to:			
	Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.		x	x	x		
	2 Identify appropriate management practices for various business settings.		X	X	X		
DI 0							
	2 Critical Thinking and Problem Solving Skills Students will a	ipply r	elevant critical thinking and prob	lem solving skills to:			
	1 Create and present solutions for improving business performance.		X	X	X		
	Select and use appropriate tools and research to solve complex managerial problems.		×	х	x		
PLO	3 Ethical Leadership Students will identify the impact of leader	ershin :	and ethics in business to:				
	Synthesize intercultural practices, diversity, and social responsibility.	J.IIP	X	X			
	2 Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.		x	х			
PLO	4 Global Professional Students will integrate a global perspe	ctive o	n management practices and pro	cesses to:			
	Identify opportunities through the lens of a cosmopolitan, global perspective.		X	x			
	2 Analyze challenges and practices in local, national and global business communities.		X	х			

LIGS Unive	ersity						
Course Learnin	g Outcomes (CLOs)						
Program:		MBA					
Course #		MBA-3					
Course Name		Human Resources					
Course Descrip	ition	This course provides a review of t	he human capital management pro	ocess as it manifests in the Human I	Resource function		
		Key topics include a review of HR	history and role, recruitment and t	raining, HR's role in management st	rategy, performar	ce management and career deve	opment.
PLO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.	CLO 1	CLO 2	CLO 3			
		Assess the key strategic role and inputs to Human Resource Management and how they have evolved in various organizations.	training, performance management, employee	Analyze the role HR plays in strategic alignment between an organization's various stakeholders at the human capital level.			
	Upon completion of the MBA program:						
PLO ²	1 Knowledge of Business Students will develop a strategic level of	understanding of key business fun	ctions to:				
•	1 Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.	×	×	×			
2	2 Identify appropriate management practices for various business settings.	х	х	х			
PLO 2	2 Critical Thinking and Problem Solving Skills Students will apply	relevant critical thinking and proble	m solving skills to:				
	Create and present solutions for improving business			V			
	performance.	X	X	X			
2	Select and use appropriate tools and research to solve complex managerial problems.	х	х	x			
PLO:	3 Ethical Leadership Students will identify the impact of leadership	and ethics in business to:					
	1 Synthesize intercultural practices, diversity, and social responsibility.	X	х	х			
	2 Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.	х	х	×			
	4 Global Professional Students will integrate a global perspective	on management practices and proc	esses to:				
	1 Identify opportunities through the lens of a cosmopolitan, global perspective.	X	X	X			
2	2 Analyze challenges and practices in local, national and global business communities.	X	X	X			

LIGS Univ	ersity						
Course Learnin	g Outcomes (CLOs)						
Program:		MBA					
Course #		MBA-5					
Course Name		Marketing					
Course Descrip	otion	This course explores the theorie	s and practices behind effective and	strategic marketing for various size	ed organizations.		
		Key topics include the theoretical	I grounding of marketing, marketing	g practices and functions, marketing	across borders ar	nd cultures and emerging techniqu	es in marketing.
PLO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.	CLO 1	CLO 2	CLO 3			
		Analyze the impact of various marketing theories on strategic ane effective marketing campaigns, in traditional and digital marketing frameworks.	Evaluate the practice of marketing, from research, positioning, messaging and executing marketing campaigns using various media sources.	Assess the role of marketing in various public and private organizations to determine marketing messages and tools for effective marketing.			
	Upon completion of the MBA program:						
PLO	1 Knowledge of Business Students will develop a strategic level of	f understanding of key business fu	nctions to:				
	Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.	x		x			
	2 Identify appropriate management practices for various business settings.	x		x			
PLO	2 Critical Thinking and Problem Solving Skills Students will apply	relevant critical thinking and probl	em solving skills to:				
	Create and present solutions for improving business	Tolovani oriadai tiiinkiing ana probi	om sorving skins to.				
	performance.	x	x				
	Select and use appropriate tools and research to solve complex managerial problems.	x	x				
PLO	3 Ethical Leadership Students will identify the impact of leadership	and ethics in business to:					
	Synthesize intercultural practices, diversity, and social responsibility.			x			
	2 Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.	x	x				
	4 Global Professional Students will integrate a global perspective	on management practices and pro-	cesses to:				
	Identify opportunities through the lens of a cosmopolitan, global perspective.	x		x			
	2 Analyze challenges and practices in local, national and global business communities.	x	x				

LIGS Unive	rsity								
Course Learning	Outcomes (CLOs)								
Program:		MBA							
Course #		MBA-6							
Course Name		Intercultural Communication							
Course Description	on	·	cal frameworks and practical strateg	, , , , , , , , , , , , , , , , , , , ,					
		Key topics include the basis for cu	ultural communication and sensitivit	y, impact of the international enviro	nment on commu	nication and deve	loping communic	ation strategies a	cross cultures.
PLO Linkage		CLO 1	CLO 2	CLO 3					
r LO Lilikage		Analyze the theoretical	Evaluate cross-cultural	Examine the impact of cultural					
		frameworks for purposeful cross cultural communication to determine communication stategies that achieve desired results for various types of organizations.	communication strategies against personal, group and organizational situations and challenges in both domestic and global settings.						
	Knowledge of Business Students will develop a strategic level of understanding of key business								
	Apply effective strategies for key business functions especially		X						
2	Identify appropriate management practices for various business settings.	X		X					
					X				
	Critical Thinking and Problem Solving Skills Students will apply r	elevant critical thinking and prol							
	Create and present solutions for improving business performance.		X	X					
2	Select and use appropriate tools and research to solve complex ma	пХ		X	X				
DI O 2	Ethi-11 - Jankin Okadana - illidanif. shaina - 4 - fladanki	J			X				
	Ethical Leadership Students will identify the impact of leadership	and etines in dusiness to:	V	X		V			
	Synthesize intercultural practices, diversity, and social responsibility. Manifest cultural awareness and sensitivity at strategic and leader:	nl v	X X	X	X	X			
2	mannest curtural awareness and sensitivity at strategic and leaders	51 A	^	^	X				
PI O 4	Global Professional Students will integrate a global perspective on	management practices and pro-	resses to:		^	X			
	Identify opportunities through the lens of a cosmopolitan, global perspective of		X			X			
	Analyze challenges and practices in local, national and gl		Α						
_		e challenges and practices in local,	r X						
	2 / 1144/2	z zazaza gaz zaza pradudou in idoai,				X			
						X			

LIGS Unive	ersity						
Course Learning	g Outcomes (CLOs)						
rogram:		MBA					
Specialization		Strategic Management					
Course #		MBA-7					
Course Name		Strategic Management					
Course Descrip	ntion	This course examines the role ar	d process of the strategic framewo	rk in organizational leadership and r	nanagement.		
		Key topics include development a	and execution of strategy, role of st	rategy in organizational direction and	d success, and va	rious strategic management theor	ies and tactic
PLO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.	CLO 1	CLO 2	CLO 3			
		Evaluate various approaches to selecting and creating strategy that fit for an organization's size, scope and structure	Analyze the implementation of strategy and its impact on an organization's culture, performance and effectiveness for its stakeholders	Assess the impact of strategic change on an organizaiton through the filters of its internal and external environments			
	Upon completion of the MBA program:						
PLO 1	1 Knowledge of Business Students will develop a strategic level o	f understanding of key business fur	ctions to:				
,	1 Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.	x	×	х			
2	2 Identify appropriate management practices for various business settings.	х	х	х			
PLO 2	2 Critical Thinking and Problem Solving Skills Students will apply	relevant critical thinking and proble	m solving skills to:				
,	Create and present solutions for improving business performance.	x	x	х			
2	Select and use appropriate tools and research to solve complex managerial problems.	x	х	х			
PLO 3	3 Ethical Leadership Students will identify the impact of leadershi	and ethics in business to:					
	Synthesize intercultural practices, diversity, and social responsibility.	X	Х	Х			
2	2 Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.	×	Х	х			
DI O	4 Clabal Bustonsianal Chadanta will intermete and the control						
	4 Global Professional Students will integrate a global perspective 1 Identify opportunities through the lens of a cosmopolitan, global perspective.	on management practices and prod	esses to:	X			
2	Analyze challenges and practices in local, national and global business communities.	X	X	X			

LIGS Univ	versity				
Course Learnin	ng Outcomes (CLOs)				
Program:		MBA			
Specialization		Accounting			
Course #		MBA-9			
Course Name		Financial Reporting and Analysis			
Course Descrip	ption	This course examines theory and	contemporary practice of financial	reporting, analysis and valuation in	organizations of various size and scope.
		Key topics include financial stater	ment analysis, asset valuation, risk	assessment and forecasting, report	ing techniques and cost analysis.
PLO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.	CLO 1	CLO 2	CLO 3	
		Apply financial standards and ratios to financial statements and reports for a selection of forprofit, non-profit and public organizations.	Interprety financial data for the purpose of constructing risk assessment, valuation and forecasting activities, reporting financial results.	Analyze cost behavior patterns and implications for break-even, scalability and profitability forecasts and reporting	
Specialization Course # Course Name Course Description PLO Linkage Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa. Apply financial statements and reports for a selection of fore rost financial statement, and reports for a selection of forecasting activities, reporting forecasting activities, reporting forecasting activities, reporting forecasts and implications for break-even, scalability and profitability forecasts and reporting forecasts and reporting activities, reporting forecasts and reporting forecasts and reporting activities, reporting forecasts and repo					
	including management, marketing, human resources, and	X	х	х	
		Х	Х	Х	
PLO	2 Critical Thinking and Problem Solving Skills Students will ap	ply relevant critical thinking and proble	m solving skills to:		
		X	х	х	
		Х	X	х	
PLO	3 Ethical Leadership Students will identify the impact of leaders	ship and ethics in business to:			
		X			
		Х			
PLO	4 Global Professional Students will integrate a global perspect	ive on management practices and proc	esses to:		
	I Identify opportunities through the lens of a cosmopolitan, global perspective.	X	Х Х		
	Analyze challenges and practices in local, national and global business communities.	X	X		

v									
Course Learnin	ng Outcomes (CLOs)								
Program:		MBA							
Specialization		Accounting							
Course #		MBA-10							
Course Name		Managerial Accounting							
Course Descri	otion	This course develops a framewor	k for the use of accounting theory, p	practice and tools in the manageme	nt and leadership	of organizations			
		Key topics include the theoretical	and practical frameworks for mana	gerial accounting, use of accounting	g to evaluate mar	nagerial decisions	and use of accou	unting for cost con	trol and budgeting
PLO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.	CLO 1	CLO 2	CLO 3					
		Analyze accounting systems and their use as resources for data analysis and managerial decision making for for-profit, non-profit and public sector organizations	Use accounting tools to calculate costs, cash flow and income across business processes in various types of organizations	Comfortably approach and resolve business problems using the tools, practices and ratios of managerial accounting					
	Upon completion of the MBA program:								
PLO	1 Knowledge of Business Students will develop a strategic level of	of understanding of key business fun	ctions to:						
	Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.	x	х	x					
	2 Identify appropriate management practices for various business settings.	х	х	х					
PLO	2 Critical Thinking and Problem Solving Skills Students will apply	relevant critical thinking and proble	m solving skills to:						
	Create and present solutions for improving business performance.	X	X	x					
	2 Select and use appropriate tools and research to solve complex managerial problems.	x	х	х					
PLO	3 Ethical Leadership Students will identify the impact of leadershi	p and ethics in business to:							
	Synthesize intercultural practices, diversity, and social responsibility.	X	X	x					
	2 Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.	×	X	x					
DI O	4 Clabel Professional Students will interrete a Market Control	. an managament prostices							
	Global Professional Students will integrate a global perspective Identify opportunities through the lens of a cosmopolitan, global								
	perspective.	X	X	X					
	2 Analyze challenges and practices in local, national and global business communities.	X	X	X					

LIGS Unive	ersity							
	g Outcomes (CLOs)							
	g()							
Program:		MBA						
Specialization		HR Management						
ourse #		MBA-13						
ourse Name		Planning and Development of HR	1					
ourse Name ourse Descript	tion		ies and practices for securing a stal	ble gustainable and productive bu	man resource (HD) concei	h.,		
ourse Descript	LIOTI	-	cal basis for HR and its impact on F			•	anacity within ar	anizations
		Rey topics include the psychologic	cai basis ioi riik and its impact on i	in strategic planning for recruiting	, retention, training and de-	velopinent or numan c	apacity within ort	janizations.
LO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.	CLO 1	CLO 2	CLO 3				
		Evaluate the ethical, psychological and theoretical frameworks for human resource management and their impact on an organization's strategic effectiveness and success.	Assess the role of motivation in key human resource practices, including recruiting, hiring, training, retention, evaluation and separation.	Analyze the impact of the regulatory environment and compliance on the human resource function and its responsibility to strategically guide the organization.				
	Upon completion of the MBA program:			5				
PLO 1	Knowledge of Business Students will develop a strategic level of	of understanding of key business fun	ctions to:					
	Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.			x				
2	2 Identify appropriate management practices for various business settings.	х	x					
	2 Critical Thinking and Problem Solving Skills Students will apply	relevant critical thinking and proble	m solving skills to:					
1	Create and present solutions for improving business performance.			x				
2	2 Select and use appropriate tools and research to solve complex managerial problems.		x	x				
PLO 3	B Ethical Leadership Students will identify the impact of leadershi	p and ethics in business to:						
1	Synthesize intercultural practices, diversity, and social responsibility.	x		x				
2	2 Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.	x		x				
DI O 4	Clabel Barterainal Chadrate will intermet a placel access the		4					
PLU 4	Global Professional Students will integrate a global perspective	on management practices and proc	esses to:					
						X	X	
						X		X
							X	X
						X		X
							X	X
						X	X	X
						X	X	
						X		

LIGS Unive	ersity									
	Outcomes (CLOs)									
Codisc Ecailing	Outcomes (OEOS)									
Drogram:		MBA								
Program:										
Specialization		HR Management								
Course #		MBA-14								
Course Name		Recruitment and Selection								
Course Descripti	ion	'		ation for employee recruitment and se						
		Key topics include strategic hiring	g planning and criteria, recruitment	and selection processes and tools a	ind the ethical core	of sustainable	hiring practices.			
PLO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.	CLO 1	CLO 2	CLO 3						
		Examine classical and contemporary research on the hiring practice and its impact on contemporary recruiting and selection processes and tools.	Assess various approaches to recruiting and selecting team members for roles in organizations of varying size, scope and maturity.	Analyze the role, standards and practices of legal and ethical hiring in contemporary for-profit, non-profit and public sector organizations.						
	Upon completion of the MBA program:									
PLO 1	Knowledge of Business Students will develop a strategic level	of understanding of key business fur	nctions to:							
	Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.	x		x						
2	Identify appropriate management practices for various business settings.	x	x							
	Critical Thinking and Problem Solving Skills Students will app	ly relevant critical thinking and proble	em solving skills to:							
	Create and present solutions for improving business performance.	x		x						
2	Select and use appropriate tools and research to solve complex managerial problems.	х	x							
PLO 3	Ethical Leadership Students will identify the impact of leadersh	nip and ethics in business to:								
	Synthesize intercultural practices, diversity, and social responsibility.	x	x	x						
2	Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.	x								
PI O 4	Global Professional Students will integrate a global perspective	ye on management practices and proj	rosses to:							
	Identify opportunities through the lens of a cosmopolitan, global	be on management practices and proc	to.							
	perspective.	x	x							
2	Analyze challenges and practices in local, national and global business communities.		x						x	
							x	x		
								X		
				PLO 2	Critical Thinking	and Problem So	olvina Skills Stu		evant critical thinking and proble	em solving skills to
					_		-	ness performance.	X	
					Select and use a				X	
					. Co.cot and use a	pp. opriate tools	and resourch to	,,		
				PLO 3	Ethical Leadersh	in Students will	identify the imp	act of leadership ar	d ethics in business to:	
								act of loadership di		
					Synthesize interd				X	
				2	ivianitest cultural	awareness and	SLA		Α	
				PLO 4	Global Profession	nal Students wi	ill integrate a glo	bal perspective on	management practices and pro	ocesses to:
				1	Identify opportun	ities through the	e le X		x	

LIGS Unive	ersity							
	Q Outcomes (CLOs)							
ourse Learning	Guicomes (GEOS)							
rogram:		MBA						
pecialization		International Marketing						
ourse #		MBA-15						
ourse Name		Global Marketing						
ourse Descript	tion	This course applies the marketing	g discipline, including theory, strateg	gies, processes and tools, to the cha	allenges and opportunities in the	ne global environme	ent.	
		Key topics include the strategic	approach to market selection and ap	proach, and the application of mar	keting concepts, practices and	tools across culture	s and locations.	
LO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.	CLO 1	CLO 2	CLO 3				
		Integrate classical and contemporary marketing theory and practice into the challenges and opportunities inherent in global and cross-cultural marketing	Apply marketing strategies, practices and tools, including financial metrics, to the context of organizations and markets of various size, needs, desires and potential.	Determine entry points, potential opportunities and pitfalls, and guage ROI for markets for locations, cultures or markets different from their own.				
	Upon completion of the MBA program:							
PLO 1	Knowledge of Business Students will develop a strategic level	of understanding of key business fur	nctions to:					
	Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.	x		x				
2	Identify appropriate management practices for various business settings.		x					
PLO 2	Critical Thinking and Problem Solving Skills Students will app	ly relevant critical thinking and proble	em solving skills to:					
	Create and present solutions for improving business							
	performance.	x		x				
2	Select and use appropriate tools and research to solve complex managerial problems.		x	х				
PI O 3	Ethical Leadership Students will identify the impact of leadersh	ain and othics in husiness to:						
		inp and ethics in business to.						
	Synthesize intercultural practices, diversity, and social responsibility.		x					
2	Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.	x		х				
	Global Professional Students will integrate a global perspective	re on management practices and proc	cesses to:					
	Identify opportunities through the lens of a cosmopolitan, global perspective.		x					
2	Analyze challenges and practices in local, national and global business communities.	x						
								X
						X	X	
							Х	
								Y
							V	X
							X	X X
							X	
							х	X
						X	X	
						X X	X	X
							X	X
							X	X
							X	X

LIGS Univ	ersity								
Course Learnin	ng Outcomes (CLOs)								
Program:		MBA							
Specialization		International Marketing							
Course #		MBA-16							
Course Name		Marketing Communication							
Course Descrip	otion	This course examines the conce	otual foundations and strategic ro	le of marketing communications in org	anizations of various	size, scope and matur	rity.		
		Key topics include communicatio	n theory for marketing, communic	cation's role in the marketing mix, mar	keting communication	tools and tactics and	the emerging role of market	eting communication	
PLO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.	CLO 1	CLO 2	CLO 3					
		Ascertain the strategic framework and role of marketing communication within organizations of varying size, scope and maturity	Assess communication tools, tone and style to suit an organization's marketing message and strategy	Analyze various approaches to marketing communication from classical to contemporary communication tools and platforms					
	Upon completion of the MBA program:								
PLO	1 Knowledge of Business Students will develop a strategic level	el of understanding of key business fur	ections to:						
	Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.	x		×					
	2 Identify appropriate management practices for various business settings.	x	x						
DI O									
	2 Critical Thinking and Problem Solving Skills Students will ap	ply relevant critical thinking and proble	em solving skills to:						
	Create and present solutions for improving business performance.			x					
	Select and use appropriate tools and research to solve complex managerial problems.		x						
DI O	0 = 0								
	3 Ethical Leadership Students will identify the impact of leaders	snip and etnics in business to:							
	Synthesize intercultural practices, diversity, and social responsibility.	x		x					
	2 Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.	x							
PLO	4 Global Professional Students will integrate a global perspect	tive on management practices and prod	cesses to:						
	1 Identify opportunities through the lens of a cosmopolitan, global perspective.	x	x						
	2 Analyze challenges and practices in local, national and global business communities.		x	x					

LIGS Unive	ersity									
ourse Learnin	g Outcomes (CLOs)									
rogram:		MBA								
pecialization		Financial Management								
ourse #		MBA-19								
ourse Name		Risk Management								
ourse Descrip	tion	This course addresses the nature of risk and the theory and practical applications of risk management tools, processes and techniques.								
		Key topics include the foundation	s or risk and risk management for fi	nancial, physical and intangible risk	, along with risk n	nanagement strategies, tools and	techniques			
PLO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.	CLO 1	CLO 2	CLO 3						
		Assess the type and nature of risks that organizations face and match them with appropriate risk management strategies.		Codify and calculate risk profiles for organizations of various size, scope and maturity using theoretical models and appropriate conceptual and technological tools.						
	Upon completion of the MBA program:			- J						
PLO ²	1 Knowledge of Business Students will develop a strategic level of	f understanding of key business fun	ctions to:							
•	1 Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.	x	х	х						
2	2 Identify appropriate management practices for various business settings.	Х	X	х						
	2 Critical Thinking and Problem Solving Skills Students will apply	relevant critical thinking and proble	em solving skills to:							
•	Create and present solutions for improving business performance.	X	X	X						
	Select and use appropriate tools and research to solve complex managerial problems.	Х	Х	х						
PLO:	3 Ethical Leadership Students will identify the impact of leadershi	and ethics in business to:								
	1 Synthesize intercultural practices, diversity, and social responsibility.	X	X							
2	2 Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.	х	Х							
PLO	4 Global Professional Students will integrate a global perspective	on management practices and proc	esses to:							
	I Identify opportunities through the lens of a cosmopolitan, global perspective.	X	X							
2	2 Analyze challenges and practices in local, national and global business communities.	x	Х							

LIGS Univ	ersity								
Course Learnin	g Outcomes (CLOs)								
Program:		MBA							
Specialization		Financial Management							
Course #		MBA-20							
Course Name		Financial Markets and Investmen	its						
Course Descrip	tion	This course investigates the foun	dations, structure and practices of	financial markets within a global eco	nomy and their ir	npact on individu	als and organizati	ons.	
		Key topics include the conceptua	I foundations of financial markets, r	ole and impact of various markets,	ools and systems	s, the role of inve	sting, in personal	and corporate fina	ancial managemer
PLO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.	CLO 1	CLO 2	CLO 3					
		Analyze the makeup and performance of various financial assets, instruments and strategies within the theoretical framework of financial markets	Assess investing options based on both qualitative and quantitative risk factors, risk management strategies, return requirements and market efficiencies	Evaluate financial tools and systems to maximize effectiveness in the context of a fast-changing, complex global market					
	Upon completion of the MBA program:								
PLO	1 Knowledge of Business Students will develop a strategic level o	f understanding of key business fun	ictions to:						
	1 Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.	x	x	х					
:	2 Identify appropriate management practices for various business settings.	×	x	X					
	2 Critical Thinking and Problem Solving Skills Students will apply	relevant critical thinking and proble	em solving skills to:						
	Create and present solutions for improving business performance.	X	X	X					
:	Select and use appropriate tools and research to solve complex managerial problems.	X	Х	Х					
PLO:	3 Ethical Leadership Students will identify the impact of leadershi	n and ethics in husiness to:							
	Synthesize intercultural practices, diversity, and social responsibility.	X	x	x					
:	2 Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.	X	Х	х					
PI O	4 Global Professional Students will integrate a global perspective	on management practices and proc	esses to:						
	Identify opportunities through the lens of a cosmopolitan, global perspective.	X	X						
	2 Analyze challenges and practices in local, national and global business communities.	X	X						

LIGS Unive	ersity											
ourse Learnin	g Outcomes (CLOs)											
Program:		MBA										
pecialization		Public Relations										
ourse #		MBA-21										
ourse Name		Communications With the Media										
ourse Descrip	tion	This course examines the theory	This course examines the theory and practice of messaging and interaction with individuals and organizations who serve in the public and private media									
		Key topics include communication	n theory for message development	and delivery, factors that influence	media coverage a	nd tone, and the	role of digital and	social media in co	ommunication			
LO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.	CLO 1	CLO 2	CLO 3								
		Analyze classic and contemporary communication and messaging theories for their application to persona and corporate communication with media sources	Investigate and assess various media channels and platforms for their fit with an individual or organization's message and capacity for media engagement	Evaluate the role of digital and social media for communication conditions such as branding, crisis management, promotion and persuasion across cultural, technological and social environments								
	Upon completion of the MBA program:											
PLO ·	1 Knowledge of Business Students will develop a strategic level	of understanding of key business fun	actions to:									
	1 Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.	x		x								
2	2 Identify appropriate management practices for various business settings.		x	x								
PLO:	2 Critical Thinking and Problem Solving Skills Students will appl	ly relevant critical thinking and proble	em solving skills to:									
	Create and present solutions for improving business performance.	x	Jan Gorang Grand to:									
	2 Select and use appropriate tools and research to solve complex managerial problems.		x	x								
PLO:	3 Ethical Leadership Students will identify the impact of leadersh	nip and ethics in business to:										
	Synthesize intercultural practices, diversity, and social responsibility.	x										
:	2 Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.			x								
PLO 4	4 Global Professional Students will integrate a global perspectiv	e on management practices and proc	cesses to:									
	1 Identify opportunities through the lens of a cosmopolitan, global perspective.			x								
	2 Analyze challenges and practices in local, national and global business communities.	x		x								

LIGS Univ	ersity										
Course Learnir	ng Outcomes (CLOs)										
Program:			MBA								
Specialization			Public Relations								
Course #			MBA-22								
Course Name			Strategic Communication in PR								
Course Descrip	otion		This course provides the philosop	hical and practical framework for a	successful PR function in organizat	ions of varying si	ze, scope and ma	iturity.			
			Key topics include the philosophy	and psychology of successful com	munication through media channels	, media relations	integrating strate	egic PR with corp	orate strategy and	PR and media tre	ends
PLO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.		CLO 1	CLO 2	CLO 3						
			Analyze the the means by which organizations undertake communication and persuasion in order to identify and create successful messaging through mass and individualized media	Develop strategic media campaigns using classical communication tools and techniques along with contemporary platforms in social and mass media environments	Establish and increase the effectiveness of media outreach, campaigns and interactions around the framework of a singular communication strategy for various organizations						
	Upon completion of the MBA program:										
PLO	1 Knowledge of Business Students will develop a strategic lev	el of ur	nderstanding of key business fun-	ctions to:							
	Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.		x	x							
	2 Identify appropriate management practices for various business settings.			x	x						
	2 Critical Thinking and Problem Solving Skills Students will a	pply rel	evant critical thinking and proble	m solving skills to:							
	Create and present solutions for improving business performance.			x							
	2 Select and use appropriate tools and research to solve complex managerial problems.		x	x							
	3 Ethical Leadership Students will identify the impact of leader	rship ar	nd ethics in business to:								
	Synthesize intercultural practices, diversity, and social responsibility.		x		x						
	2 Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.			x							
	4 Global Professional Students will integrate a global perspec	tive on	management practices and proce	esses to:							
	Identify opportunities through the lens of a cosmopolitan, global perspective.		x	x							
	2 Analyze challenges and practices in local, national and global business communities.		x		x						

LIGS Univ	rersity										
Course Learnin	ng Outcomes (CLOs)										
Program:			MBA								
Specialization			Ethical Leadership								
Course #			MBA-27								
Course Name			Business Ethics								
Course Descrip	otion			' '	s for moral business principles that			•			
			Key topics include a framework fo	r ethical practice and decision-mak	ing, ethical differences across cultur	es, consequence	es of ethical and i	inethical decision	s and metrics for e	thical manageme	ent
PLO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.		CLO 1	CLO 2	CLO 3						
			Ascertain a framework for ethical decision making grounded in moral principles that encompass values and cultural realities of a global society	Analyze business and organizational success and failure in light of ethical decision making and subsequent behavior	Evaluate the impact of ethical values and policies on the communities and stakeholders of large-scale businesses and organizations						
	Upon completion of the MBA program:										
PLO	1 Knowledge of Business Students will develop a strategic level	el of und	derstanding of key business fund	ctions to:							
	1 Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.		×	x	×						
	2 Identify appropriate management practices for various business settings.		х	х	х						
PLO	2 Critical Thinking and Problem Solving Skills Students will ap	nly role	vant critical thinking and proble	m solving skills to:							
	Create and present solutions for improving business performance.	, p., , c	X	X	x						
	2 Select and use appropriate tools and research to solve complex managerial problems.		X	x	X						
	3 Ethical Leadership Students will identify the impact of leader	ship and	d ethics in business to:								
	Synthesize intercultural practices, diversity, and social responsibility.		Х	Х	X						
	2 Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.		X	Х	X						
PLO	4 Global Professional Students will integrate a global perspect	tive on n	nanagement practices and proce	esses to:							
	Identify opportunities through the lens of a cosmopolitan, global perspective.		X	X	X						
	Analyze challenges and practices in local, national and global business communities.		х	х	х						

LIGS Univ	ersity							
Course Learnin	g Outcomes (CLOs)							
Program:		MBA						
Specialization		Ethical Leadership						
Course #		MBA-28						
Course Name		Corporate Social Responsibility						
Course Descrip	tion	This course examines the theory	and practice of corporate social res	ponsibility in organizations of variou	s size, scope and mat	urity		
		Key topics include the theoretical	grounding for an organization's res	ponsibility to its various stakeholder	s, socially responsible	policies and behaviors a	and metrics for social r	esponsibility
PLO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.	CLO 1	CLO 2	CLO 3				
		Evaluate corporate and organziational policies, behavior and results in light of their responsibility to various stakeholder groups	Analyze corporate strategies, structures and policies for their impact on stakeholders of various sizes and varying degrees of influence	Assess organizational policies, practices, metrics and behaviors in light of corporate social responsibility				
	Upon completion of the MBA program:	3						
PLO ·	1 Knowledge of Business Students will develop a strategic level of	understanding of key business fun	ctions to:					
	1 Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.	×	×	×				
:	2 Identify appropriate management practices for various business settings.	х	х	Х				
PLO :	2 Critical Thinking and Problem Solving Skills Students will apply	relevant critical thinking and proble	om solving skills to:					
	Create and present solutions for improving business performance.	Х	X	x				
:	2 Select and use appropriate tools and research to solve complex managerial problems.	Х	х	х				
PLO:	3 Ethical Leadership Students will identify the impact of leadership	and ethics in business to:						
	1 Synthesize intercultural practices, diversity, and social responsibility.	Х	X	x				
-	2 Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.	х	х	x				
PLO 4	4 Global Professional Students will integrate a global perspective	on management practices and proc	esses to:					
	I Identify opportunities through the lens of a cosmopolitan, global perspective.	X	X	X				
2	Analyze challenges and practices in local, national and global business communities.	X	X	X				

LIGS Unive	ersity							
	g Outcomes (CLOs)							
Program:		MBA						
Specialization								
Course #		MBA-30						
Course Name		Doing Business with China						
Course Descrip	tion	-	tual grounding and practical traits.	actics and knowledge needed to suc	ccessfully conduct business	with partners in Chin	a .	
				a, practical insights such as negotia				
PLO Linkage	Please link each Course Learning Outcome (CLO) to the right with its corresponding Program Learning Outcome (PLO) below. Each CLO may link to more than one PLO and vice versa.	CLO 1	CLO 2	CLO 3				
		Use sociocultural, financial, market, legal and technical cues to assess the possibilities of expanding trade relations, sourcing, selling, career or organizational opportunity in China	Naviate the unique Chinese environment to build relationships, negotiate, detect fraud, promote exports and arrange distribution of products and services in China	Analyze opportunities to conduct business and trade with partners in China based on sourcing, testing, shipping and managing compliance with various trade restrictions and requirements				
	Upon completion of the MBA program:							
	Knowledge of Business Students will develop a strategic level of	of understanding of key business fun	ictions to:					
1	Apply effective strategies for key business functions especially including management, marketing, human resources, and finance.		x	x				
2	2 Identify appropriate management practices for various business		_					
	settings.	x	X					
DI 0.0								
	Critical Thinking and Problem Solving Skills Students will apply Create and present solutions for improving business	y relevant critical thinking and proble	em solving skills to:					
	performance.		x	x				
2	Select and use appropriate tools and research to solve complex managerial problems.	х						
DI O S	Patricular adversaria Odoudoudo villa idendife da alimenta de facele de companyo							
	Ethical Leadership Students will identify the impact of leadership	ip and etnics in business to:						
	Synthesize intercultural practices, diversity, and social responsibility.		x					
2	2 Manifest cultural awareness and sensitivity at strategic and leadership levels in their organizations.	x						
PI O 4	Global Professional Students will integrate a global perspective	on management practices and proc	passas to:					
	Identify opportunities through the lens of a cosmopolitan, global	on management practices and proc						
2	perspective. 2 Analyze challenges and practices in local, national and global			x				
	business communities.		X					
								X
						X	X	
							X	
								X
							X	X
						X		X
						X		X
						X		X
						X		