

MBA Program Core Competencies

Management Communication / Ethical Leadership

Competencies

This course provides guidance to help you demonstrate the following 5 competencies:

- **Competency 3006.1.1: Practical Relevance of Ethical Theories**
The graduate assesses the practical relevance of leading ethical theories and concepts.
- **Competency 3006.1.2: Ethical Leadership and Code of Ethics**
The graduate identifies influences on ethical leadership and analyzes a code of ethics.
- **Competency 3006.1.3: Policy and Program Development**
The graduate develops policies, practices, procedures, and programs that foster organizational ethics and socially responsible behavior.
- **Competency 3006.1.4: Information Technology, Privacy and Data Security**
The graduate makes ethical decisions for the use of information technology to maintain the security of data in information technology systems.
- **Competency 3006.1.5: Legal and Regulatory Requirements**
The graduate analyzes applicable legal and regulatory requirements to determine whether organizations meet legal responsibilities.

Data-Driven Decision Making

Competencies

This course provides guidance to help you demonstrate the following 6 competencies:

- **3009.1.1: The Case for Quantitative Analysis**
The graduate uses decision-making methods to develop strategies for organizational decision processes.
- **3009.1.2: Statistics as a Managerial Tool**
The graduate uses a variety of decision-analysis tools to evaluate alternatives during the decision-making processes.
- **3009.1.3: Quantitative Statistical Tools**
The graduate uses quantitative techniques and statistical tools to identify the most appropriate decision alternatives.
- **3009.1.4: Quality Metrics and Tools**
The graduate analyzes how work is accomplished and applies quality metrics and tools to increase efficiency, effectiveness, and quality.
- **3009.1.5: Real World Data-Driven Decisions**
The graduate analyzes data from business intelligence and knowledge-management systems to make appropriate decisions.
- **3009.1.6: Improving Organizational Performance**
The graduate uses appropriate data to improve organizational performance.

Global Economics for Managers

Competencies:

This course provides guidance to help you demonstrate the following 5 competencies:

- **3012.1.1: Business Decision Making in the Global Environment** - The graduate analyzes economic forces and operations of global markets in order to improve decision making.
- **3012.1.2: Political, Economic, and Social Forces** - The graduate analyzes contemporary social, economic, and political forces; their interrelationship; and their impact on the global business environment.
- **3012.1.3: Economic Decision Making by Firms and Consumers** - The graduate applies economic concepts to managerial decision making.
- **3012.1.4: Microeconomic and Macroeconomic Principles** - The graduate explains fundamental economic principles, including supply and demand, scarcity, opportunity cost, price, income and cross-price elasticities, role of government, inflation, and monetary and fiscal policy.
- **3012.1.5: Assessing Global Economic Performance and International Trade** - The graduate describes global economic forces influencing production, consumption, savings, investments, and related policy challenges.

Marketing

Competencies:

This course provides guidance to help you demonstrate the following 5 competencies:

- **3013.1.1: Marketing Function** - The graduate analyzes the global market to identify opportunities to gain competitive advantage through marketing activities.
- **3013.1.2: Customer Relationship Management** - The graduate recommends customer relationship management practices for maximizing customer satisfaction and loyalty.
- **3013.1.3: Evaluating Feasibility and Profitability** - The graduate evaluates the feasibility and profitability of new products and services within the organization.
- **3013.1.4: Marketing Strategy** - The graduate designs a strategic marketing plan for a new product or service.
- **3013.1.5: Entrepreneurial Enterprise** - The graduate identifies risks and opportunities for an entrepreneurial enterprise.

Accounting for Decision Makers

Competencies:

This course provides guidance to help you demonstrate the following 5 competencies:

- **3014.1.1: Financial Analysis** - The graduate analyzes financial statements to evaluate company performance and makes recommendations.
- **3014.1.2: Controls and Regulations** - The graduate analyzes internal corporate controls to determine their adequacy and compliance with legal and regulatory requirements. (replaces previous WGU competencies 326.1.4 and 329.4.6)
- **3014.1.3: Cost Systems** - The graduate uses economic cost concepts and activity-based costing (ABC) data to make cost-based decisions.
- **3014.1.4: Profit Planning** - The graduate uses cost-volume-profit concepts and applies various analytical tools to improve company profit potential.
- **3014.1.5: Budgeting** - The graduate uses budgeting tools for planning and control purposes, including analyzing cash flows to ensure adequacy of funds.

Managing Organizations and Leading People

Competencies

This course provides guidance to help you demonstrate the following 4 competencies:

- **Competency 3018.1.1: Practice of Management**
The graduate explains the theoretical bases, current knowledge, best practices, and trends related to the practice of management.
- **Competency 3018.1.2: Theories of Leadership**
The graduate uses contemporary theories of leadership to develop personal leadership skills based on a personal leadership philosophy.
- **Competency 3018.1.3: Sustaining Business Performance**
The graduate applies management and leadership theories for long-term global business success.
- **Competency 3018.1.4: Organizational Performance Methods**
The graduate analyzes appropriate methods to improve organizational performance.

3020 Managing Human Capital

Competencies

This course provides guidance to help you demonstrate the following 4 competencies:

- **Competency 3020.1.1: Legal and Regulatory Requirements**
The graduate analyzes applicable legal and regulatory requirements to determine whether organizations meet legal responsibilities.
- **Competency 3020.1.2: Strategic Human Resource Management**
The graduate determines the strategic impact of human resource management on organizations.
- **Competency 3020.1.3: Analyzing Work and Human Resource Planning**
The graduate evaluates strategies, policies, and procedures for effective human resource management within an organization.
- **Competency 3020.1.4: Motivational Concepts in Human Resources**
The graduate manages diverse human resources by applying motivational concepts to enhance organizational performance.