Texas A&M University

<table>
<thead>
<tr>
<th>Program:</th>
<th>Executive MBA Program</th>
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<tbody>
<tr>
<td>Degree:</td>
<td>MBA</td>
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<tr>
<td>Department:</td>
<td>MBA Programs</td>
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<tr>
<td>Contact Name:</td>
<td>Shannon Deer</td>
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<td>979.845.4714</td>
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**Outcome** | **Marketable Skills: Master’s**
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Master degree-program requirements, including theories, concepts, principles, and practice, and develop a coherent understanding of the subject matter through synthesis across courses and experiences.

** Marketable Skills**
- Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Knowledge of economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data.

Apply subject matter knowledge in a range of contexts to solve problems and make decisions.

** Marketable Skills**
- Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
- Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Use a variety of sources and evaluate multiple points of view to analyze and integrate information and to conduct critical, reasoned arguments.

** Marketable Skills**
- The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
- Analyze project data to determine specifications or requirements.
- Identifying the underlying principles, reasons, or facts of information by breaking down information or data into separate parts.

Communicate effectively.

** Marketable Skills**
- Give full attention to what other people are saying, take time to understand the points being made, ask questions as appropriate
- The ability to communicate information and ideas in speaking and writing so others will understand.
- The ability to listen to and understand information and ideas presented through spoken words and sentences.

Use appropriate technologies to communicate, collaborate, conduct research,
and solve problems.

| Marketable Skills | • Use appropriate technology to solve real-world business problems. Such technology could include Excel, R, Tableau, SAS, SAP, and SQL.  
| | • Use computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.  
| | • Develop proficiency in the use of data analytics in a variety of settings. |

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<th>Outcome</th>
<th>Develop clear research plans and conduct valid, data-supported, theoretically consistent, and institutionally appropriate research.</th>
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| Marketable Skills | • Establish long-range objectives and specify the strategies and actions to achieve them.  
| | • Monitor and review information from materials, events, or the environment, to detect or assess problems.  
| | • Develop strategies for gathering the data necessary to test hypotheses or reach conclusions, and transform that data as necessary to answer relevant questions. |

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<th>Outcome</th>
<th>Choose ethical courses of action in research and practice.</th>
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| Marketable Skills | • Understand the importance of ethical decision-making in the business world.  
| | • Use relevant information and individual judgment to determine whether events or processes comply with laws, regulations, or standards.  
| | • Monitors performance of yourself, other individuals, or organizations to make improvements or take corrective action. |