

Department of Business & Economics
BS Business Administration Learning Goals & Objectives

1. **Analytical and Collaborative Problem-Solving Skills.** *Each student can determine and apply appropriate quantitative and analytical skills to solve practical business problems. Each student can function effectively as a team member for collaborative business decision-making.*
 - a. Students will correctly *identify* and *apply* appropriate quantitative methods for solving business problems.
 - b. Students will correctly *analyze* and *interpret* quantitative data as a basis for business decision-making.
 - c. Students will correctly *determine* causes of business problems and *contrast* the results of alternative decisions.
 - d. Students will *recognize* and *demonstrate* effective teamwork.
 - e. Students will *demonstrate* an understanding of cultural diversity, economic and commercial trends that affect global business.

2. **Discipline Competence.** *Each student can demonstrate competence in the application of economic, financial, managerial, and marketing knowledge in the analysis of business problems in a global business environment.*
 - a. Students will *demonstrate* competence in the area of economics.
 - i. Students will *apply* the concept of elasticity of demand.
 - ii. Students will *apply* the supply/demand models for the analysis of economic events.
 - iii. Student will *analyze* the concept of externalities in macro and micro applications.
 - iv. Students will *interpret* exchange rates and *describe* their impact on global trade.
 - b. Students will *demonstrate* competence in the area of finance.
 - i. Students will *apply* the concept of time value of money and *explain* the concept of present value to business applications.
 - ii. Students will *interpret* the meaning of the four basic financial reports, which include the income statement, balance sheet, statement of cash flows, and the statement of stockholders' equity.
 - iii. Students will *calculate* financial ratios applicable to business firms and *interpret* those ratios for the purpose of business decision-making.
 - iv. Students will *explain* the nature and functions of international financial markets including the determination of interest rates.
 - c. Students will *demonstrate* competence in the area of management.
 - i. Students will *describe* the concept of organizational structure and communication.
 - ii. Students will *identify* the methods, and practices utilized to lead and motivate people within the organization.
 - iii. Students will *describe* the major activities related to the strategic planning process.
 - d. Students will *demonstrate* competence in the area of marketing.
 - i. Students will *examine* how each of the 4 Ps (Product, Price, Promotion and Place), collectively and individually, is used to meet marketing's goals.

- ii. Students will *describe* the uncontrollable environments (economic, competitive, social, cultural, technological, governmental/legal), and *explain* how current and anticipated conditions in these environments influence marketing planning.
 - iii. Student will *describe* and *apply* the concept of market segmentation and positioning.
 - iv. Students will *explain* the distinction between standardization and customization when companies craft global marketing programs.
 - e. Students will *integrate* knowledge across functional areas of business in solving a business problem in a global business environment.

- 3. **Communication Skills.** *Each student can effectively communicate a complicated business issue in both written and oral form using appropriate presentation technology.*
 - a. Students will effectively and concisely *communicate* ideas and opinions related to a complex business issue.
 - b. Students will *create* and *deliver* professional presentations using appropriate business presentation technology.
 - c. Students will *produce* reports and business correspondence of professional quality.
 - d. Students will *demonstrate* active listening skills.

- 4. **Competence in the Application of Technology.** *Each student can demonstrate knowledge of information technology and competence in technology applications for making business decisions.*
 - a. Students will effectively *employ* spreadsheets for statistical, relational, and graphical analyses of business data.
 - b. Students will *demonstrate* knowledge of Enterprise Resource Planning (ERP) system functions in support of business decisions.
 - c. Students will *demonstrate* competence in the integration of software functions for the professional and effective electronic communication of ideas.
 - d. Students will *identify* appropriate technology for support of business analysis and decisions.

- 5. **Ethical Decision-making.** *Each student can identify and evaluate ethical dilemmas and corporate responsibility in business situations and effectively communicate defensible solutions.*
 - a. Students will *identify* an ethical dilemma in a business case, and *propose* and *defend* alternative courses of action.
 - b. Students will *demonstrate* an understanding of the legal environment of business.
 - c. Students will *identify* the difference between legal and ethical decision-making.