

# Learning Goals and Objectives

## Goal 1: Communication Skills

**Objective 1a. Writing:** Students will produce concisely written documents that: (1) focus on the intended audience, (2) are logically organized with cogently developed ideas, (3) effectively employ vocabulary and are free of spelling and grammatical errors and (4) have a high quality appearance.

**Objective 1b. Oral presentation:** Students will deliver oral presentations that: (1) focus on the intended audience, (2) are well organized and compelling, (3) are effectively delivered to maintain interest without distracting mannerisms, and (4) effectively employ presentation software to support the presentation.

**Objective 1c. Teamwork and interpersonal skills:** Students will effectively contribute to teams by: (1) fully engaging in group discussion and decision making, (2) following up on responsibilities, (3) exercising effective interpersonal skills, (4) being helpful to teammates, and (5) using tact and diplomacy to keep the group on track.

## Goal 2: Quantitative Skills

**Objective 2a. Design:** Students will select graphical, quantitative, and statistical methods and models appropriate to frame various business problems and decisions.

**Objective 2b. Calculation and analysis:** Students will: (1) calculate accurately and (2) effectively summarize and analyze quantitative and qualitative data. They will be proficient in using software to perform these tasks.

**Objective 2c. Interpretation:** Students will accurately interpret the results from graphical, quantitative, and statistical methods and models.

## Goal 3: Functional Areas of Business

**Objective 3a. Knowledge of functional areas:** Students will demonstrate subject matter knowledge of: (1) financial accounting, (2) managerial accounting, (3) organizational behavior, (4) operations management, (5) information systems management, (6) financial management, and (7) marketing. Diversity and global perspectives are utilized where pertinent.

**Objective 3b. Information competency:** Students will: (1) locate data and information pertinent to business functions and decisions, (2) critically evaluate credibility of sources

and reliability of information, and (3) synthesize information from diverse sources and perspectives and assess its adequacy for decision support.

#### **Goal 4: Integrative Problem Solving and Decision Making**

**Objective 4a. External environments:** Students will analyze the external environments of organizations, including the political/legal, economic/technological, and global/cultural diversity perspectives and integrate these analyses into problem solving and decision making.

**Objective 4b. Ethical perspective:** Students will: (1) identify an ethical dilemma, (2) identify stakeholders and consider their interests and perspectives, alternatives, (3) formulate alternatives and analyze them from alternative ethical perspectives, and (4) recommend an action after thoughtful reflection.

**Objective 4c. Business policies and strategy:** Students will apply the knowledge and skills of the business major to identifying, analyzing, and formulating business decisions, policies and strategies.