

College of Business Undergraduate Learning Outcomes

Proposed

Shared Outcomes for all Undergraduate Majors

Students who complete the Undergraduate Business program will be able to:

1. Demonstrates an understanding of definitions, terms, principles, generalizations, and theories in business **[Technical Knowledge]**
2. Demonstrates effective oral communication skills in the context of business through formal or informal oral presentations and/or other business-related projects requiring oral communication. **[Oral Communication]**
3. Demonstrates effective written communication skills in the context of business through formal or informal written reports, papers, or other written business-related projects. **[Written Communication]**
4. Demonstrates ability to collaborate as part of a team in order to solve business problems or achieve a common goal. **[Teamwork]**
5. Demonstrates a basic knowledge and understanding of the core functional areas of business (i.e., accounting, marketing, management, finance, and economics) through a strategic analysis of a business or business problem. **[Business Strategy and Synthesis]**
6. Identify appropriate business behaviors for Christian business practitioners. **[Christian Worldview]**

Accounting

Students who complete the Accounting program will be able to:

1. Apply generally accepted accounting principles to record financial information.
2. Apply generally accepted accounting principles to prepare financial statements.
3. Apply computerized applications for spreadsheets to provide analysis and develop financial reports.

Business Administration

Students who complete the Business Administration program will be able to:

1. Demonstrates critical thinking skills and applies fundamental business concepts in order to evaluate, analyze, and interpret data and information for business decision making.
2. Demonstrates an understanding of global and cultural diversity as it relates to business.
3. Demonstrates an understanding of ethical reasoning as it applies to business decision making.

Finance

Students who complete the Finance program will be able to:

1. Apply personal finance concepts and tools in the creation of a personal finance budget.
2. Demonstrate an in-depth knowledge of financial and investment analysis

International Business

Students who complete the International Business program will be able to:

1. Apply international business concepts that will allow organizations to capitalize on opportunities and foresee threats in a global environment
2. Demonstrate an understanding of global and cultural diversity as it relates to business

International Business and Ministry

Students who complete the International Business and Ministry program will be able to:

1. Apply international business concepts that will allow organizations to capitalize on opportunities and foresee threats in a global environment
2. Demonstrate an understanding of how to integrate business and missions in a global environment

Management

Students who complete the Management program will be able to:

1. Integrate functional areas of business with management and strategic theory.
2. Apply management theories to effectively address real-world cases.
3. Demonstrate knowledge of management theories.

Marketing

Students who complete the Marketing program will be able to:

1. Incorporate marketing concepts (such as STP) through a company/organization/product analysis
2. Develop, analyze, and evaluate tactical and strategic marketing plans through implementation of marketing research and appropriate marketing tools, and assess marketing performance while being actively involved with local companies

Quantitative Business Administration

Students who complete the Quantitative Business Administration program will be able to:

1. Demonstrates critical and quantitative thinking skills and applies fundamental business concepts to evaluate, analyze, and interpret data and information for business decision making.
2. Demonstrates an understanding of global and cultural diversity as it relates to business.
3. Demonstrates an understanding of ethical reasoning as it applies to business decision making.

Business Minor

Students who complete the Business Minor will be able to:

1. Demonstrates a foundational knowledge of management, marketing and macroeconomic principles
2. Demonstrates a foundational knowledge of financial accounting.

Non-Profit Business Minor

Students who complete the Non-Profit Business Minor will be able to:

1. Demonstrates a foundational knowledge of administrative of non-profit organizations
2. Demonstrates a foundation knowledge of financial accounting, management and marketing

Entrepreneurship Concentration

Students who complete the Entrepreneurship Concentration will be able to:

1. Demonstrate an understanding of how to create entrepreneurial opportunities and successfully launch, manage, and grow business ventures.