

# College of Business Undergraduate Online Learning Outcomes

## Shared Outcomes for all Undergraduate Majors

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

1. Identify appropriate business behaviors for Christian business practitioners and apply ethical standards and codes of conduct in real business situations. **[Christian Worldview]**
2. Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics in an integrated manner. **[Business Knowledge and Application]**
3. 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]**
4. 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]**

## Business Administration

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

1. Prepare a strategic plan for a company; discuss its present business situation, its long-term direction, its resources and competitive capabilities, the strength of its present strategy and the company's opportunities for gaining sustainable competitive advantage.

## Financial Management

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*Students who complete the Financial Management program will be able to:*

1. Assess the financial condition of a firm through the analysis of financial ratios, cost of capital, dividend policies, additional funds needed, and sources and uses of funds.

## Human Resources Management

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*Students who complete the Human Resources Management program will be able to:*

1. Apply and integrate human resource management functions involved in the modern workplace to create a cohesive hiring plan.

## International Business and Ministry

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*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

## Management

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*Last Updated 5/28/21 by Kaitlin Gibson*

*Students who complete the Management program will be able to:*

1. Identify the managerial tasks associated with implementing and executing company strategies, the range of actions managers can take to promote competent strategy execution and be able to function efficiently as part of a company's strategy implementing team.

## **Marketing**

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*Students who complete the Marketing program will be able to:*

1. Apply marketing concepts in an integrated approach for strategic marketing.