



ORU Professional Program Outcomes

2022

Contents

Fenimore Fisher College of Business	1
Fenimore Fisher Graduate School of Business	1
Master of Business Administration.....	1
Master of Business Administration in Leadership	2
Undergraduate Department	3
Accounting	3
Business Administration	4
Business Analytics	5
Finance	6
Financial Management.....	7
Human Resource Management	8
International Business.....	9
International Business and Ministry	10
Management.....	11
Marketing.....	12

Fenimore Fisher College of Business

Fenimore Fisher Graduate School of Business

Master of Business Administration

#	Program Outcome
1	Demonstrate in depth understanding of business knowledge and theory across the four major business disciplines of Management, Marketing, Accounting, and Finance. [Business Knowledge and Application]
2	Demonstrate in depth understanding of integrated business strategy formulation and application. [Critical Thinking - MFT]
3	Demonstrate in depth understanding of integrated business strategy formulation and application. [Critical Thinking]
4	Demonstrate competencies in verbal skills using the latest technology when appropriate. [Oral Communication]
5	Demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment. [Global Perspectives]
6	Demonstrate appropriate ability to ethically identify, access, evaluate, and apply business information in a business environment. [Information Literacy]
7	Demonstrate competencies in writing using the latest technology when appropriate. [Written Communication]

Master of Business Administration in Leadership

#	Program Outcome
1	Demonstrate in depth understanding of graduate level business knowledge and theory across the four major business disciplines of Accounting, Finance, Management, and Marketing. [Business Knowledge and Application]
2	Demonstrate ethical reasoning for leaders on business topics or social issues in a business context. [Ethical Leadership]
3	Demonstrate the effective utilization of written communication skills within a contemporary business context. [Written Communication]
4	Demonstrate the effective utilization of verbal communication skills incorporating appropriate presentation technology within a contemporary business context. [Oral Communication]
5	Demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment. [Global Perspectives]
6	Demonstrate an appropriate ability to ethically access, evaluate, and utilize business information as a business leader in a business environment. [Information Literacy]

Undergraduate Department

Accounting

#	Program Outcome
1	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.
2	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.
3	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.
4	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.
5	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.
6	Apply generally accepted accounting principles to prepare and communicate the relationship between financial statements with a balance sheet approach to the study or recording, analyzing and interpreting data.

Business Administration

#	Program Outcome
1	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.
2	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.
3	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.
4	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal. Residential only.
5	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.
6	Apply business knowledge to prepare a strategic plan for a company, discuss its present business position, its long-term direction, its resources and competitive capabilities, the strength of the present strategy and the company's opportunities for gaining sustainable competitive advantage.

Business Analytics

#	Program Outcome
1	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.
2	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.
3	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.
4	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.
5	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.
6	Apply business knowledge to prepare a strategic plan for a company, discuss its present business position, its long-term direction, its resources and competitive capabilities, the strength of the present strategy and the company's opportunities for gaining sustainable competitive advantage.

Finance

#	Program Outcome
1	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.
2	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.
3	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.
4	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.
5	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.
6	Apply and 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.

Financial Management

#	Program Outcome
1	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.
2	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.
3	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.
4	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.
5	Apply and 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 Resource Management

#	Program Outcome
1	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.
2	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.
3	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.
4	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.
5	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.
6	Apply and integrate human resource management functions involved in the modern workplace to create a comprehensive hiring plan.

International Business

#	Program Outcome
1	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.
2	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.
3	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.
4	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal. Residential only.
5	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.
6	Apply international business concepts that will allow organizations to capitalize on opportunities and foresee threats in a global environment.

International Business and Ministry

#	Program Outcome
1	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.
2	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.
3	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.
4	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal. Residential only.
5	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.
6	Apply international business concepts that will allow organizations to capitalize on opportunities and foresee threats in a global environment.

Management

#	Program Outcome
1	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.
2	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.
3	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.
4	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal. Residential only.
5	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.
6	Apply business knowledge to prepare a strategic plan for a company, discuss its present business position, its long-term direction, its resources and competitive capabilities, the strength of the present strategy and the company's opportunities for gaining sustainable competitive advantage.

Marketing

#	Program Outcome
1	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.
2	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.
3	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.
4	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal. Residential only.
5	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.
6	Apply marketing concepts in an integrated approach for strategic marketing.