



Fenimore & Fisher College of Business

Program Outcomes | 2024-2025

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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	Apply business theories and demonstrate in-depth comprehensive understanding of business knowledge and theory across the four major business disciplines of Accounting, Finance, Management, and Marketing.
2	Apply and demonstrate ethical reasoning for leaders on business topics or social issues in a business context.
3	Apply and demonstrate the effective utilization of written communication skills within a contemporary business context.
4	Apply and demonstrate the effective utilization of verbal communication skills incorporating appropriate presentation technology within a contemporary business context.
5	Apply and demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment.
6	Apply and demonstrate an appropriate ability to ethically access, evaluate, and utilize business information as a business leader in a business environment.

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

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.