

## STUDENT LEARNING GOALS AND OBJECTIVES

### Accounting, BS

#### 1. KNOW

- a. Students will demonstrate a basic knowledge of accounting, management, marketing, finance, operations and ethics.
- b. Students will demonstrate a comprehensive understanding of accounting, tax, and audit concepts.

#### 2. SOLVE

- a. Given an accounting transaction, students will be able to research and apply the appropriate Generally Accepted Accounting Principle.
- b. Given a tax problem, students will be able to research and apply tax concepts in the preparation of required tax forms.
- c. Given an audit situation, students will be able to research and apply Generally Accepted Auditing Standards.
- d. Given a technology business problem, students will be able to select and apply appropriate technology tools to solve business problem

#### 3. IMPART

- a. Students will demonstrate effective written communication skills.
- b. Students will demonstrate effective oral communication skills.
- c. Students will demonstrate effective group skills.

### Business Administration, BS

#### Core

#### 1. KNOW

- a. Students will demonstrate a basic knowledge of accounting, management, marketing, finance, operations and ethics.

#### 2. SOLVE

- a. Given a general business problem, students will analyze the problem and develop plans of action that lead to reasonable and feasible solutions to the problem.
- b. Given an ethical business problem, students will analyze the problem and unprompted, identify the ethical issues and develop ethical solutions.
- c. Given a quantitative business problem, students will analyze the problem and unprompted, apply appropriate methods to find feasible solutions.
- d. Given a technology business problem, students will be able to select and apply appropriate technology tools to solve business problem

#### 3. IMPART

- a. Students will demonstrate effective written communication skills.
- b. Students will demonstrate effective oral communication skills.
- c. Students will demonstrate effective group skills.

## **Concentrations**

### **1. KNOW**

- a. Students will demonstrate knowledge of the finance and economics, entrepreneurship, international business, management, management information systems, and marketing concentrations.

### **2. SOLVE**

Students will apply concepts in the following six concentrations as described:

- a. *Business Intelligence*: Apply appropriate business intelligence methods and techniques to analyze data and communicate the results.
- b. *Entrepreneurship*: Identify and analyze new business opportunities, apply appropriate management, marketing and finance concepts, and develop reasonable action plans to launch and grow a new business.
- c. *Finance and Economics*: Apply financial and economic concepts in the context of a multinational firm.
- d. *International Business*: Analyze issues, apply appropriate international business concepts, and develop reasonable action plans/decisions.
- e. *Management*: Analyze issues and apply an understanding of management planning concepts, organizational configurations, leadership models and theories of motivation and develop reasonable action plans.
- f. *Marketing*: Analyze issues, apply appropriate marketing concepts, and develop reasonable action plans.

## **Business Administration, AS**

### **Core**

#### **1. KNOW**

- a. Students will demonstrate a basic knowledge of accounting, economics, management, marketing, and ethics.

#### **2. SOLVE**

- a. Given a general business problem, students will analyze the problem and develop plans of action that lead to reasonable and feasible solutions to the problem.
- b. Given an ethical business problem, students will analyze the problem and unprompted, identify the ethical issues and develop ethical solutions.
- c. Given a quantitative business problem, students will analyze the problem and unprompted, apply appropriate methods to find feasible solutions.
- a. Given a technology business problem, students will be able to select and apply appropriate technology tools to solve business problem

#### **3. IMPART**

- a. Students will demonstrate effective written communication skills.
- b. Students will demonstrate effective oral communication skills.
- c. Students will demonstrate effective group skills.

## **Concentrations**

Students will apply concepts in the following two concentrations as described:

1. *Management*: Analyze issues, apply an understanding of management planning concepts, organizational configurations, and leadership models and theories of motivation, and develop reasonable action plans.
2. *Healthcare Management*: Demonstrate a basic knowledge of medical terminology and apply it in a healthcare setting.