Learning Goals and Objectives for Undergraduate Programs

1. **Knowledge.** Students graduating with a BS degree will have broad understanding of basic business theory and practice and deep understanding of theory and practice within their major field.

   **Students will demonstrate:**
   a. knowledge of current basic concepts in the functional areas of business.
   b. knowledge of current advanced concepts within their major field and an ability to integrate and apply these concepts to practical business problems*.
   c. proficiency at using current software tools and information systems to manage business data and address practical business problems.
   d. ability to apply appropriate quantitative methods to analyze business data, and to apply quantitative modeling techniques to analyze business plans and decisions.

2. **Ethical judgment.** Students graduating with a BS degree will use reasoned and ethical judgment when analyzing problems and making decisions.

   **Students will demonstrate:**
   a. ability to critically evaluate unstructured business decision-making scenarios and develop innovative and ethical solutions.
   b. recognition of ethical dilemmas in unstructured business decision-making scenarios.

3. **Global perspective.** Students graduating with a BS degree will have the breadth of perspective necessary to succeed in a global and diverse business environment.

   **Students will demonstrate:**
   a. knowledge of the diversity of past and current economic, legal, political, and social structures.
   b. understanding of the impact of cultural and demographic diversity on business interactions.

4. **Effective Communication.** Students graduating with a BS degree will be effective communicators.

   **Students will demonstrate:**
   a. ability to construct clear, concise, and convincing written business communication.
   b. ability to construct and deliver clear, concise, and convincing oral communication.

---

1 Approved by Undergraduate Committees in Summer 2016.
RBS undergraduate majors have major-field assessment indicators listed below.

- **Accounting major:**
  (a) Successful students will demonstrate their ability to recognize the appropriate timing of revenues and expenses, and the corresponding analysis of gross profit/loss in financial statements.
  (b) Successful students will demonstrate their knowledge of inter- and intra-period tax considerations on tax-related assets and liabilities.
  (c) Successful students will demonstrate their knowledge of the components of pension and other postemployment benefit costs and their impact on the analysis of pension assets and liabilities.

- **Finance major:**
  (a) Successful students will demonstrate an understanding of corporate finance and solve corporate finance problems related to the time value of money, basic capital budgeting, and the financing decision of the firm.
  (b) Successful students will demonstrate their ability to analyze investments in financial instruments and apply the basics of portfolio theory.
  (c) Successful students will demonstrate their knowledge of and the ability to analyze the characteristics of global financial markets and institutions.

- **Management major:**
  (a) Successful students will demonstrate understanding of the nature of leadership including leader power and the dependence of followers upon the leader.
  (b) Successful students will demonstrate understanding of the distinction between leadership and management and of how leadership and management complement each other.
  (c) Successful students will demonstrate their core leadership traits and skills and apply them to be effective leaders.
  (d) Successful students will demonstrate effective leadership approaches to solve leadership problems in organizations.

- **Marketing major:**
  (a) Successful students will demonstrate their knowledge of consumers’ decision processes and the factors that influence these processes.
  (b) Successful students will demonstrate their ability to evaluate and utilize appropriate marketing research methods.
  (c) Successful students will demonstrate their ability to identify market segments and evaluate alternative marketing strategies.
  (d) Successful students will demonstrate their ability to achieve marketing objectives through integrated marketing communications.
  (e) Successful students will demonstrate their knowledge of marketing mix and use them for effective marketing.
• **Management Information System major (NK only):**
  (a) Successful students will demonstrate their ability to understand relational databases and use them to analyze typical issues that arise in the course of business.
  (b) Successful students will demonstrate their ability to design tables in the databases they create that are 'normalized', free of redundancies and all attributes depend on the full Primary key.
  (c) Successful students will demonstrate their ability of designing, and running Microsoft Access queries and then applying the retrieved information to business issues.

• **Business Analytics and Information Technology major (NB only):**
  (a) Successful students will demonstrate fundamental computer programming skills in a modern programming language such as Python, Java, or C++.
  (b) Successful students will demonstrate the ability to manage and organize data using technologies such as relational databases, SQL (structured query language), and website tools.
  (c) Successful students will be able to use standard forecasting techniques such as smoothing and ARIMA to perform predictive analysis and evaluate its uncertainty.
  (d) Successful students will be able to use standard operations research techniques such as decision trees or simulation to evaluate business plans and decisions in an uncertain environment.

• **Supply Chain Management major:**
  (a) Successful students will demonstrate their knowledge of domestic and global logistics and apply them to logistics practices.
  (b) Successful students will demonstrate their ability to understand concepts, practices and modes of transportation and use them to ensure reliable transportation.
  (c) Successful students will demonstrate their ability to understand supply management principles and concepts and apply them to manage supplies appropriately.
  (d) Successful students will demonstrate their knowledge of manufacturing and operations planning concepts to ensure efficient and effective operations in business.