Bachelor of Science Program
Learning Goals and Objectives

1. Communication Skills Learning Goal
Students graduating with a BS degree will be able to communicate business concepts effectively both orally and in writing.

   Objectives
   a. Students will produce written communications suited to an audience.
   b. Students will demonstrate oral presentation skills suited to an audience.

2. Business Knowledge Learning Goal
Students graduating with a BS degree will be able to demonstrate knowledge of basic business concepts.

   Objectives
   a. Students will be able to understand basic functional business concepts.
   b. Students will be able to analyze and solve problems and understand relationships among business concepts.

3. Quantitative Skills Learning Goal
Students graduating with a BS degree will be able to understand, analyze and use quantitative data to make business decisions and report to stakeholders.

   Objectives
   a. Students will be able to identify quantitative characteristics of a problem.
   b. Students will be able to examine and interpret numerical data.
   c. Students will be able to analyze numerical data to derive conclusions.

4. Critical Thinking Skills Learning Goal
Students graduating with a BS degree will be able to critically evaluate, analyze and interpret information to solve problems and make business decisions.

   Objectives
   a. Students will interpret and evaluate unstructured situations.
   b. Students will define problems.
   c. Students will apply theories to ambiguous situations.
   d. Students will draw conclusions and implement solutions.
5. Information Technology Skills Learning Goal
Students graduating with a BS degree will be able to demonstrate proficiency in the use of information technology.

Objectives
a. Students will be able to use information systems to select, manipulate and process data in a meaningful way in order to make business decisions.
b. Students will use software tools to solve accounting, financial and quantitative problems.

6. Ethics Learning Goal
Students graduating with a BS degree will be able to understand and evaluate ethical issues and situations to make business decisions.

Objectives
a. Students will be able to recognize ethical problems in both domestic and international business contexts.
b. Students will be able to identify alternatives.
c. Students will be equipped to make appropriate ethical choices.

7. Multicultural and Diversity Learning Goal
Students graduating with a BS degree will develop an understanding and awareness of the demographic and cultural issues that impact business in a diverse and global world.

Objectives
a. Students will have an increased perspective, sensitivity and understanding of the impact of demographic and cultural diversity on business interactions both domestically and globally.
b. Students will use their communications and critical thinking skills to resolve challenges that arise because of the impact of demographic and cultural diversity in business interactions.