



### **MISSION, GOALS, & STUDENT LEARNING OUTCOMES**

#### **COLLEGE OF BUSINESS & MANAGEMENT MISSION**

The College of Business & Management’s mission is to provide an environment of collaborative learning among students, faculty, staff and the greater community for the purpose of creating personal and professional success for all stakeholders.

#### **BROAD-BASED STUDENT LEARNING & OPERATIONAL GOALS:**

- Providing quality instruction;
- Maintaining continuous improvements in programs and curricula;
- Providing timely career-based skills and knowledge for undergraduate and graduate students so that they will be viewed as desirable prospects for career growth opportunities by their current and/or future employers;
- Supporting continuing education outreach programs (credit and non-credit) for the business community within the university’s service area;
- Providing students from around the world with a global awareness of domestic and international business.

#### **BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**

GOALS	LEARNING OUTCOMES
<p>1. Demonstrate effective skills in written and oral communication, computation, informational literacy, intellectual strategies and computer technology.</p> <p>2. Demonstrate foundational knowledge in accounting, management, marketing, economics, and finance in a global context.</p> <p>3. Demonstrate an understanding in integrating and applying concepts in the core areas of business administration.</p> <p>4. Synthesize through application of context of business administration, including internships, action-learning projects, research assignments, case studies and other experiential components.</p>	<p>1. Know the core areas of business: accounting, management, marketing, economics, and finance in a global context.</p> <p>2. Analyze ethical issues that impact business decisions from economic, political, legal, and social perspectives.</p> <p>3. Utilize technology skills to maximize managerial decision-making from the perspective of the organization.</p> <p>4. Apply statistical analysis and other quantitative project management techniques to evaluate data, test assumptions, and apply conclusions to managerial decision-making.</p> <p>5. Develop a Business Strategic Plan that integrates and applies all the core areas of business: accounting, management, marketing, economics, and finance in a global context</p>



## MASTER OF BUSINESS ADMINISTRATION

GOALS	LEARNING OUTCOMES
<p>1. Demonstrate broad and integrated knowledge of business functions.</p> <p>2. Knowledge of ethical and legal considerations and the social responsiveness to resolve corporate and public issues.</p> <p>3. Demonstrate analytical, problem-solving and critical thinking skills and use of technology related to business decision-making.</p> <p>4. Demonstrate communication and interpersonal skills to lead groups and business organizations.</p> <p>5. Apply foundations and tools to design and implement strategy.</p> <p>6. Understand the depth and critical importance of the dynamic and global environment as they influence organizations, decisions and operations.</p>	<p>1. Conduct quantitative and qualitative business analysis of financial statements for financial accounting and performance, as well as operational management, to enhance managerial decision-making.</p> <p>2. Analyze ethical issues that impact business decisions from economic, political, legal, human-resource, and social perspectives.</p> <p>3. Utilize technology management skills to maximize managerial decision-making from the perspective of the organization.</p> <p>4. Formulate marketing management plan for the introduction of new products or expansion of existing product lines.</p> <p>5. Design and implement a business strategic plan working within a team environment.</p>