College of Business Learning Goals and Outcomes

1. Written and Oral Communication
   a. Students will write business documents that contain appropriate content, are organized effectively, demonstrate professionalism, and follow conventions for standard business English.
   b. Students will demonstrate effective oral and nonverbal communication skills in business presentations, teams, meetings, interviews, and interpersonal contexts.

2. Teamwork
   a. Team members will demonstrate effective interpersonal communication
   b. Team members will demonstrate constructive behaviors
   c. Teams will maintain effective team processes
   d. Students will be able to self-assess their effectiveness as a team member.
   e. Students will understand the team development process
   f. Students will understand how teams should function for effective decision making

3. Problem Solving (Outcome statements in development by faculty task force spring 2014, current drafts below)
   a. Students will understand and apply a structured process for solving problems
   b. Students will identify and prioritize objectives when solving problems
   c. Students will identify and address primary and secondary stakeholders when framing problems
   d. Students will identify and question constraints when solving problems
   e. Students will apply structured processes for exploring root causes of problems
   f. Students will align decision criteria applied to evaluating alternatives with original objectives

4. BBA Common Body of Knowledge
   a. Accounting
      i. Students will be able to use and interpret financial statements in business decisions (ACCT 202)
   b. Information Systems
      i. Students will create an Excel workbook incorporating formulas, formatting, and data manipulation between worksheets. (IS 240)
      ii. Students will learn and apply the Input-Processing-Output model on projects/assignments. (IS 240)
   c. Finance
      i. Students will identify and explain appropriate measure of risk (FIN 320)
   d. Marketing
      i. Students will identify the marketing mix and its associated components (MKTG 330)
      ii. Students will understand market segmentation and identify the common bases used to segment consumer markets (MKTG 330)
e. Operations Management
   i. Students will appropriately address issues of process design in response to a strategic product positioning decision. (MGMT 341)
   ii. Students will identify and interpret critical inputs and outputs of production planning systems. (MGMT 341)

f. Strategy
   i. Students will be able to work in a team environment to develop appropriately structured mission and vision statements. (MGMT 449)

Adopted Spring 2014