

Program / Concentration	Goal #	Learning Goal
Undergraduate Program		
BS Business	1	Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.
	2	Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.
	3	Our students will demonstrate technical and analytic skills appropriate for success in business.
	4	Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.
	5	Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.
	6	Our students will demonstrate knowledge and skills appropriate for specialization in their concentrations.
Accounting	1	Students will have a working knowledge of accounting theories, concepts, and practices and will be able to interpret and communicate financial information for users of such information.
	2	Students will exhibit problem-solving and analytical capability for accounting decision-making.
	3	Students will be able to research issues and use technology and data analysis techniques to manage financial information for decision-making purposes.
	4	Students will exhibit the oral and written communication skills needed by successful accounting professionals.
	5	Students will recognize the ethical and regulatory responsibilities in accounting practice and understand the role of accounting in the proper functioning of commerce.
Business Analytics	1	Students will exhibit problem-solving and analytical capability by deploying supervised and unsupervised data mining models and interpreting their results.
	2	Students will exhibit written communication skills needed by successful business analysts.
	3	Students will exhibit programming capability by using an analytical software program to analyze data sets and create visualizations.
Finance	1	Demonstrate, evaluate, and explain the risk-return trade-offs in finance.
	2	Conduct and effectively present financial analysis and research valuing complex projects, assets, securities, and firms.
	3	Understand the relationships among investors, firms, financial institutions, financial markets, and regulators.
Financial Planning and Wealth Management	1	Functional Knowledge: Students will be able to apply the main theories and concepts of the Financial Planning and Wealth Management field, including taxation, insurance, risk management, estate planning, and a global perspective of the field.
	2	Professional Skills: Students will enter the workforce with competence in the following skills: analytical/critical thinking, presenting, writing, decision making, ethical reasoning, and interpersonal communication.
	3	Technical Skills: Students will be able to effectively utilize industry-specific technology and software.

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Foundations	1	Understand and apply ethical frameworks in business context.
	2	Evaluate diverse business trends in domestic and global context, using evidence-based frameworks and methodologies associated with liberal education.
	3	Employ effective communication and information literacy skills in their writing for professional business environments.
Management	1	Integrate key components of human resource management (including recruiting, selection, compensation, strategic human resource planning, performance evaluation, employee relations, and employment law).
Management Information Systems (MIS)	1	Apply knowledge of information technology, operations, and business functions to assess, design and improve business processes.
	2	Effectively manage projects including information technology projects.
	3	Understand the overall systems development life cycle and be able to recommend IT solutions.
Marketing	1	Research competency using library databases, secondary and primary sources of market and company information, and marketing data analysis skills.
	2	Ability to formulate effective marketing strategies derived from an understanding of customer behaviors and application of marketing tools and concepts.
	3	Communication and information literacy skills in the writing and format of the plan that are consistent with the marketing discipline.
OSCM	1	Apply knowledge of information technology, operations, and business functions to assess, design and improve business processes (Functional Knowledge).
	2	Effectively manage projects including information technology projects (Project Management).
	3	Create a project plan using appropriate software and techniques (Project Planning).
Graduate Programs		
MBA	1	Collaborative communication and leadership (written communication).
	2	Knowledge of functional discipline (functional knowledge).
	3	Analytical decision-making (critical thinking).
	4	Knowledge of contemporary issues in business (global awareness).
MS Accounting	1	Professional Communications: Our students will communicate effectively to professional audiences in both written and oral forms.
	2	Technical Skills and Knowledge: Our graduates will demonstrate and apply technical knowledge of accounting.
	3	Global Perspective: Our students will demonstrate an understanding of the role of accounting in the global business environment.
	4	Technology and Analytics Skills: Our students will develop advanced technology skills to support decision-making processes in accounting.
	5	Ethics: Our graduates will understand the importance of ethical conduct.
MS Business Analytics		See Academic Director.
MS Finance	1	Technology and Analytics Skills. Our students will develop advanced technology skills to support decision-making processes in finance.
	2	Technical Skills and Knowledge. Our graduates will demonstrate and apply technical financial knowledge.
	3	Ethical Standards. Our students will understand the importance of ethical and professional standards in finance.

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MS Management	1	Professional Development (written communication).
	2	Knowledge of Functional Business Disciplines (functional knowledge).
	3	Analysis (decision-making).
	4	Current Business Challenges (global awareness).
MS Real Estate Development	1	Knowledge of Functional Disciplines: Students will be able to evaluate projects across different critical dimensions including investment feasibility, sustainability, and long-term asset viability.
	2	Analytical Decision Making: Students will be able to analyze project variables and compare different investment scenarios by using appropriate tools, techniques, and information.
	3	Understanding Multiple Perspectives and Interests: Students will be able to evaluate the impacts of competing interests on project outcomes and community development.
	4	Leading and Managing Complex Projects: Students will be able to recommend strategies to mitigate risk and enhance project feasibility.
	5	Professional and Ethical Responsibility: Students will demonstrate interpersonal communication skills and effective verbal presentation skills.
MS Technology Management	1	Integrating Business and IT Management Principles: Our graduates will be able to connect technology strategy to overall organization and business strategy and develop integrated IT Operations and IT strategy plans for utilizing technology to meet and further organization's objectives (integrate business functions).
	2	Leveraging Emerging Technology: Our graduates will be able to identify business value of emerging technologies and systematically assess strategic implications of these technologies in context of specific company/industry (leveraging emerging technology).
PhD	1	Foundations: Students will demonstrate knowledge their field.
	2	Critical Thinking: Students will demonstrate the ability to synthesize and evaluate existing research.
	3	Oral Communication: Student will demonstrate ability to verbally convey complex ideas in a clear and engaging manner.
	4	Written Communication: Student will demonstrate ability to convey complex ideas through writing in a clear and organized manner.
	5	Original Research: Student will demonstrate ability to conduct independent research.
	6	Teaching: Student demonstrates the ability to effectively prepare and teach classes.