**Costello College of Business**
**Undergraduate Concentration Learning Goal Updates**
**Effective 2026-2027**

| UG Concentration | Updated Learning Goals |
|---|---|
| **Accounting** | 1. <u>Accounting Knowledge</u>: 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.<br>2. <u>Decision Making</u>: Students will exhibit problem-solving and analytical capability for accounting decision-making.<br>3. <u>Research and Data Analysis</u>: Students will be able to research issues and use technology and data analysis techniques to manage financial information for decision-making purposes.<br>4. <u>Communication Skills</u>: Students will exhibit the communication skills needed by successful accounting professionals.<br>5. <u>Ethics</u>: 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. <u>Problem Solving and Analysis</u>: Students will exhibit problem-solving and analytical capability by deploying appropriate supervised and unsupervised data mining models and interpreting their results.<br>2. <u>Written Communication</u>: Students will exhibit written communication skills by explaining and interpreting analytic results.<br>3. <u>Programming Skills</u>: Students will exhibit programming capability by using an analytical software program to analyze data sets and create visualizations. |
| **Business Foundations** | 1. Understand and apply ethical frameworks in business context<br>2. Evaluate diverse business trends in domestic and global context, using evidence-based frameworks and methodologies associated with liberal education<br>3. Employ effective communication and information literacy skills in their writing for professional business environments |
| **Finance** | 1. <u>Risk Analysis</u>: Demonstrate, evaluate, and explain the risk-return trade-offs in finance.<br>2. <u>Financial Analysis and Research</u>: Conduct and effectively present financial analysis and research valuing complex projects, assets, securities, and firms.<br>3. <u>Financial Systems and Market Relationships</u>: Demonstrate knowledge of the relationships among investors, firms, financial institutions, financial markets, and regulators. |
| **Financial Planning and Wealth Management** | 1. <u>Functional Knowledge</u>: Students will be able to apply the main theories and concepts of the Financial Planning and Wealth Management field, including investments, taxation, insurance, risk management, estate planning, and integrate these areas to develop a comprehensive financial plan.<br>2. <u>Professional Skills</u>: Students will enter the workforce with competence in the following skills: analytical/critical thinking, presenting, writing, decision making, ethical reasoning, and interpersonal communication.<br>3. <u>Technical Skills</u>: Students will be able to effectively utilize industry-specific technology and software. |
| **Management** | 1. <u>Organizational Behavior</u>: Students will apply the theories, models, research findings, and tools related to organizational behavior.<br>2. <u>Human Resource Management:</u> Students will apply key components of human resource management. |

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| **Management Information Systems** | 1. Systems Design: Apply knowledge of information technology and business functions to assess, design, and improve business processes.<br>2. Information Management: Develop data organization, storage, and processing solutions to support organizational needs for information management.<br>3. Systems Analysis: Acquire an understanding of the systems development life cycle to effectively support business functions with system solutions. |
| **Marketing** | 1. Research Skills: Students will be able to identify and analyze marketing research data.<br>2. Marketing Strategies: Students will be able to formulate effective marketing strategies derived from an understanding of consumer behavior, marketing concepts, and the market environment.<br>3. Communication: Students will be able to effectively communicate marketing concepts. |
| **Operations and Supply Chain Management** | 1. Operations and Supply Chain Management: Apply the concepts and models of operations and supply chain management to improve the production and delivery of goods and services.<br>2. Functional Knowledge: Apply knowledge of operations and supply chain management combined with information technology to assess, design, and improve business processes.<br>3. Analytic Skills: Analyze uncertain and complex managerial problems using appropriate tools, techniques, and information technology for decision-making.<br>4. Project Management: Develop project plans in accordance with industry standards. |