

Business and Management Program Goals

These are the program goals for the business core which is common to all business and management students:

1. Analytical and Critical Skills: Analyze and evaluate major business issues to make and communicate effective decisions.
 - a) Analyze a business problem using one or more theory-based frameworks.
 - b) Interpret data using quantitative methods.
 - c) Communicate a solution to a business problem and the reasoning behind it.
 - d) For a substantive ethical business issue, propose a sustainable course of action that considers the interest of primary stakeholders.

2. Applied Focus: Learn course concepts and theories through application and practice.
 - a) Apply course concepts effectively in a real organizational setting.
 - b) Successfully complete hands-on business related projects.
 - c) Work effectively with others and in teams.
 - d) Demonstrate how global cultures and institutions impact businesses.

3. Creative Problem Solving: Generate a creative solution to a business problem or opportunity through the application of design thinking.
 - a) Demonstrate a process for generating a creative solution.
 - b) Demonstrate the use of design thinking to arrive at a creative solution.
 - c) Evaluate alternative solutions.

4. Technology: Apply business technology and explain its implications.
 - a) Explain the impact of technology on business operations.
 - b) Apply business technology to solve a problem.
 - c) Develop a strategy that includes technological innovation.

Program-Specific Goals

The following goals are unique to **Management**:

Goal #5: Motivational Concepts and Models - *Demonstrate understanding of concepts and models that managers use to motivate employees.*

- a) Demonstrates awareness of motivation concepts and models.
- b) Demonstrates sufficient knowledge of how motivation models are applied by managers to improve organizational performance.

Goal #6: Leadership Concepts and Models - *Demonstrate understanding of concepts and models that managers use to lead individuals, groups, and cultures.*

- a) Demonstrates awareness of leadership concepts and models.
- b) Demonstrates sufficient knowledge of how leadership models are applied to improve organizational performance.

The following goals are unique to **Finance**:

Finance Program Goal #5: Cash Flows, Risk and Value

Possess knowledge concerning cash flow, risk and value in finance in various contexts and be able to apply financial models concerning them.

Program Goal #6 – Global Issues: Possess an understanding of how the global environment affects financial practices.

- a. Demonstrates an understanding of the global macro environment (e.g. role of institutions such as central banks or IMFs, structure of global financial markets, including currency markets).
- b. Explain how the macro environment, especially currency markets, influences corporations.

Objectives:

- a) Be able to compute risk measures for financial securities (e.g., bonds and stocks).
- b) Be able to conduct analysis on risk-related issues (e.g., compute risk-adjusted performance measures).
- c) Be able to evaluate financial securities using cash flow-based valuation models.

The following goals are unique to **International Business**:

Goal #5: Global Environment - *Demonstrate the capability of understanding and analyzing the institutional environment of different countries (e.g., financial environment, regulatory environment, political environment, and labor environment).*

- a) Demonstrates awareness of relevant concepts and frameworks describing the institutional environment of different countries.
- b) Demonstrates sufficient knowledge of financial, regulatory, political, and labor environments.

Goal #6: Global Fundamental Elements - *Understand the fundamental elements of global business, e.g., trade, Foreign Direct Investment, foreign exchange, and regional integration.*

- a) Demonstrates awareness of fundamental elements of global business.
- b) Demonstrates sufficient knowledge of how fundamental elements of global business differ across countries.

The following goals are unique to **Marketing**:

Goal # 5: Understanding of the consumer buying process.

Goal #:6 Demonstrate an understanding of the process of segmenting markets, choosing a target market and describing it using demographic and psychographic variables.

Goal #:7 Understanding of marketing research, key marketing metrics and their use in marketing strategy.

Goal #:8 Ability to develop a comprehensive marketing plan.