

College of Business Undergraduate Learning Outcomes

Shared Outcomes for all Undergraduate Majors

Students who complete the Undergraduate Business program will be able to:

1. Identify appropriate business behaviors for Christian business practitioners and apply ethical standards and codes of conduct in real business situations. **[Christian Worldview]**
2. Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner. **[Business Knowledge and Application]**
3. Demonstrates effective oral communication skills in the context of business through formal or informal oral presentations and/or other business-related projects requiring oral communication. **[Oral Communication]**
4. Demonstrates ability to collaborate as part of a team in order to solve business problems or achieve a common goal. **[Teamwork and Collaboration]**
5. Demonstrates effective written communication skills in the context of business through formal or informal written reports, papers, or other written business-related projects. **[Written Communication]**

Accounting

Students who complete the Accounting program will be able to:

1. Apply generally accepted accounting principles to prepare and communicate financial statements.

Business Administration

Students who complete the Business Administration program will be able to:

1. Prepare a strategic plan for a company; discuss its present business situation, its long-term direction, its resources and competitive capabilities, the strength of its present strategy and the company's opportunities for gaining sustainable competitive advantage.

Business Analytics

Students who complete the Business Analytics program will be able to:

1. Prepare a strategic plan for a company; discuss its present business situation, its long-term direction, its resources and competitive capabilities, the strength of its present strategy and the company's opportunities for gaining sustainable competitive advantage.

Entrepreneurship

Students who complete the Entrepreneurship program will be able to:

1. Demonstrate an understanding of how to successfully use the Business Model Canvas to implement

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the Customer Development Process.

Finance

Students who complete the Finance program will be able to:

1. Assess the financial condition of a firm through the analysis of financial ratios, cost of capital, dividend policies, additional funds needed, and sources and uses of funds.

International Business

Students who complete the International Business program will be able to:

1. Apply international business concepts that will allow organizations to capitalize on opportunities and foresee threats in a global environment.

International Business and Ministry

Students who complete the International Business and Ministry program will be able to:

1. Apply international business concepts that will allow organizations to capitalize on opportunities and foresee threats in a global environment

Management

Students who complete the Management program will be able to:

1. Identify the managerial tasks associated with implementing and executing company strategies, the range of actions managers can take to promote competent strategy execution and be able to function efficiently as part of a company's strategy implementing team.

Marketing

Students who complete the Marketing program will be able to:

1. Apply marketing concepts in an integrated approach for strategic marketing.

Business Minor

Students who complete the Business Minor will be able to:

1. Demonstrates a foundational knowledge of management, marketing and macroeconomic principles.

Non-Profit Business Minor

Students who complete the Non-Profit Business Minor will be able to:

1. Demonstrates a foundational knowledge of administrative of non-profit organizations.