## College of Business

### Student Learning Outcomes

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School of Accounting, Finance, Information Systems and Business Law

Accounting, B.S.B.A.
1. Students will speak and write effectively.
2. Students will be knowledgeable of ethical principles as applied to business settings.
3. Students will be able to identify needed actions or presented problems, find and use appropriate information to address the action or problem, identify alternative solutions, and make decisions.
4. Students will work effectively in groups.
5. Students will have an awareness of the global nature of business activities.
6. Students will be knowledgeable of core business concepts including accounting, business law, economics, finance, information technology, management, marketing and quantitative analysis.
7. Students will be knowledgeable of accounting theory, taxation, accounting information systems, and auditing.

Accountancy, M.Acc.
1. Students will speak and write effectively.
2. Students will be knowledgeable of ethical principles as applied to business settings.
3. Students will be able to identify needed actions or presented problems, find and use appropriate information to address the action or problem, identify alternative solutions, and make decisions.
4. Students will work effectively in groups.
5. Students will have an awareness of the global nature of business activities.
6. Students will be knowledgeable of financial accounting, accounting information systems, taxation, and auditing.

Finance, B.S.B.A.
1. Students will speak and write effectively.
2. Students will be knowledgeable of ethical principles as applied to business settings.
3. Students will be able to identify needed actions or presented problems, find and use appropriate information to address the action or problem, identify alternative solutions, and make decisions.
4. Students will work effectively in groups.
5. Students will have an awareness of the global nature of business activities.
6. Students will be knowledgeable of core business concepts including accounting, business law, economics, finance, information technology, management, marketing and quantitative analysis.
7. Students will be knowledgeable of the financial services industry and of investment strategies for individuals and institutions.
Computer Information Systems, B.S.B.A.
1. Students will speak and write effectively.
2. Students will be knowledgeable of ethical principles as applied to business settings.
3. Students will be able to identify needed actions or presented problems, find and use appropriate information to address the action or problem, identify alternative solutions, and make decisions.
4. Students will work effectively in groups.
5. Students will have an awareness of the global nature of business activities.
6. Students will be knowledgeable of core business concepts including accounting, business law, economics, finance, information technology, management, marketing and quantitative analysis.
7. Students will be knowledgeable about networking, database design, development and maintenance, application development and systems analysis and design.

Visual Analytics for Decision Making, Minor
1. Students will use business data to visualize business operations.
2. Students will locate and prepare business data for visualization.

Business Administration and Law, B.S.B.A.
1. Students will speak and write effectively.
2. Students will be knowledgeable of ethical principles as applied to business settings.
3. Students will be able to identify needed actions or presented problems, find and use appropriate information to address the action or problem, identify alternative solutions, and make decisions.
4. Students will work effectively in groups.
5. Students will have an awareness of the global nature of business activities.
6. Students will be knowledgeable of core business concepts including accounting, business law, economics, finance, information technology, management, marketing and quantitative analysis.
7. Students will be knowledgeable of the relationship of law and business, particularly in the areas of contracts, business organizations, business ethics.

Conflict Resolution, Minor
1. Students will identify and apply the principles of alternative dispute resolution (ADR).

School of Economics, Management, and Project Management

Business Administration Management and Strategy, B.S.B.A.
1. Students will speak and write effectively.
2. Students will be knowledgeable of ethical principles as applied to business settings.
3. Students will be able to identify needed actions or presented problems, find and use appropriate information to address the action or problem, identify alternative solutions, and make decisions.
4. Students will work effectively in groups.
5. Students will have an awareness of the global nature of business activities.
6. Students will be knowledgeable of core business concepts including accounting, business law, economics, finance, information technology, management, marketing and quantitative analysis.
7. Students will have an in-depth knowledge of planning, leading, organizing, and controlling.

Business Administration, M.B.A.
1. Students will speak and write effectively.
2. Students will be knowledgeable of ethical principles as applied to business settings.
3. Students will be able to identify needed actions or presented problems, find and use appropriate information to address the action or problem, identify alternative solutions, and make decisions.
4. Students will work effectively in groups.
5. Students will knowledgeable of strategic management functional areas: accounting, business law, economics, finance, human resources, information systems, marketing, leadership, operations, statistics, strategy and value creation.

Economics, Minor
1. Understand the foundational theories, concepts, and skills relative to management in the global environment.

Global Management, Minor
1. Students will understand the foundational theories, concepts, and skills relative to management in the global environment.

Project Management, M.P.M.
1. Students will speak and write effectively.
2. Students will be knowledgeable of ethical principles as applied to business settings.
3. Students will be able to identify situations requiring decisions and/or problems requiring solutions, find and use appropriate information to address the situation, identify alternative solutions, and make decisions.
4. Students will work effectively in groups.
5. Students will develop an understanding of the shared and unique challenges that project managers face on traditional and global projects. Students will develop strategies to manage both face-to-face and virtual teams where various cultures, customs, and traditions may be represented.
6. Students will knowledgeable of project management, project management processes, tools, techniques and the interpretation of the Project Management Book of Knowledge (PMBOK).
School of Marketing, Entrepreneurship, Sport Management, and Hospitality and Tourism

Entrepreneurship, B.S.E.
1. Students will speak and write effectively.
2. Students will be knowledgeable of ethical principles as applied to business settings.
3. Students will be able to identify needed actions or presented problems, find and use appropriate information to address the action or problem, identify alternative solutions, and make decisions.
4. Students will work effectively in groups.
5. Students will have an awareness of the global nature of business activities.
6. Students will be knowledgeable of core business concepts including accounting, business law, economics, finance, information technology, management, marketing and quantitative analysis.
7. Students will able to identify, evaluate and implement business opportunities.

Innovation, Leadership and Entrepreneurship, B.S.B.A.
1. Students will speak and write effectively.
2. Students will be knowledgeable of ethical principles as applied to business settings.
3. Students will be able to identify needed actions or presented problems, find and use appropriate information to address the action or problem, identify alternative solutions, and make decisions.
4. Students will work effectively in groups.
5. Students will have an awareness of the global nature of business activities.
6. Students will be knowledgeable of core business concepts including accounting, business law, economics, finance, information technology, management, marketing and quantitative analysis.
7. Students will be knowledgeable of intrapreneurial aspects of new venture creation, leadership, growth, and strategy.

Hospitality and Tourism Management, B.S.H.T.M.
1. Students will speak and write effectively.
2. Students will be knowledgeable of ethical principles as applied to business settings.
3. Students will be able to identify needed actions or presented problems, find and use appropriate information to address the action or problem, identify alternative solutions, and make decisions.
4. Students will work effectively in groups.
5. Students will have an awareness of the global nature of business activities.
6. Students will be knowledgeable of core business concepts including accounting, business law, economics, finance, information technology, management, marketing.
7. Students will have an in-depth knowledge of the hospitality and tourism discipline and have an understanding of financial accounting, business law, microeconomics, finance, information technology, management, marketing and statistics.
8. Student will be effective customer service providers.

Innovation, Leadership and Entrepreneurship, M.E.
1. Students will speak and write effectively.
2. Students will be knowledgeable of ethical principles as applied to business settings.
3. Students will be able to identify situations requiring decisions and/or problems requiring solutions, find and use appropriate information to address the situation, identify alternative solutions, and make decisions.
4. Students will work effectively in groups.
5. Students will be knowledgeable of entrepreneurial planning, innovation, finance, marketing, and operations and capable of identifying and developing entrepreneurial opportunities.

Sales and Marketing, B.S.B.A.
1. Students will speak and write effectively.
2. Students will be knowledgeable of ethical principles as applied to business settings.
3. Students will be able to identify needed actions or presented problems, find and use appropriate information to address the action or problem, identify alternative solutions, and make decisions.
4. Students will work effectively in groups.
5. Students will have an awareness of the global nature of business activities.
6. Students will be knowledgeable of core business concepts including accounting, business law, economics, finance, information technology, management, marketing and quantitative analysis.
7. Students will be knowledgeable of professional selling, value creation and the development of strategic marketing plans and able to demonstrate skills associated with that knowledge.

Sport Management, B.S.B.A.
1. Students will speak and write effectively.
2. Students will be knowledgeable of ethical principles as applied to business settings.
3. Students will be able to identify needed actions or presented problems, find and use appropriate information to address the action or problem, identify alternative solutions, and make decisions.
4. Students will work effectively in groups.
5. Students will have an awareness of the global nature of business activities.
6. Students will be knowledgeable of core business concepts including accounting, business law, economics, finance, information technology, management, marketing and quantitative analysis.
7. Students will be knowledgeable of sport management including, ethics, risk management and liability, sociology of sport, event management and sponsorship and sport management administration.
Sport Management, M.S.S.M.

1. Students will speak and write effectively.
2. Students will be knowledgeable of ethical principles as applied to business settings.
3. Students will be able to identify situations requiring decisions and/or problems requiring solutions, find and use appropriate information to address the situation, identify alternative solutions, and make decisions.
4. Students will work effectively in groups.
5. Students will understand of the impact of global cultures and the world marketplace on the sport industry.
6. Students will be knowledgeable of the following functional areas of sport management: marketing, finance, administration and governance, and managing projects.