



GOAL

LEARNING OBJECTIVES

B11 Communication Capabilities

Graduates are able to prepare and present well-organized and effective reports on business issues using appropriate supportive technologies.

- 1.1 Write well-organized and effective reports on business issues.
- 1.2 Prepare and present oral reports on business issues in a well-organized and effective manner.
- 1.3 Demonstrate professionalism when interacting with peers, faculty, and business professionals in formal and informal business settings.
- 1.4 Demonstrate proficient and effective use of modern information and communication technologies for communicating and collaborating in organizational settings.

B12 Critical and Reflective Thinking

Graduates will demonstrate the ability to identify a business problem, isolate its key components, analyze and assess the salient issues, set appropriate criteria for decision making, and draw appropriate conclusions and implications for proposed solutions.

- 2.1 Identify the essential question, issue and/or problem.
- 2.2 Gather relevant data to effectively address the question, issue, and/or problem.
- 2.3 Recognize and evaluate assumptions, diverse points of view and ideas relevant to the question, issue, and/or problem.
- 2.4 Develop informed alternative solutions and evaluate them using appropriate analytical techniques.
- 2.5 Articulate implications and consequences that emerge from conclusions/solutions.

B13 Knowledge Integration

Graduates will demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems.

- 3.1 Apply theoretical concepts to develop innovative, practical business solutions.
- 3.2 Develop an understanding of the cross-functional and interdependent nature of strategic business decisions.
- 3.3 Develop awareness and understanding of integrated enterprise information technology solutions in addressing business problems.

B14 International Perspective

Graduates will develop a deep understanding of international business.

- 4.1 Understand the dynamic role of culture in business practices when evaluating business alternatives in international settings.
- 4.2 Know when and how to make business decisions appropriate to different international settings.

B15 Ethical Reasoning

Graduates will be capable of recognizing and resolving ethical issues that arise in business settings.

- 5.1 Recognize the value of incorporating ethics into work-life decisions.
- 5.2 Demonstrate the ability to recognize ethical issues associated with work and organizational decisions and actions, and to apply ethical principles to deal effectively with them.
- 5.3 Demonstrate an understanding of the impacts of organizational culture, structure, and systems on ethical behaviour, and the ability to manage features of these organizational characteristics in order to promote ethical behaviour throughout the organization.

B16 Language

Graduates will be able to function in a foreign environment in the language of their study.

- 6.1 Demonstrate knowledge of the foreign language to interact in business settings.