

CBE Undergraduate Learning Goals

Degree Programs: Accounting, Business Administration, MSCM

Learning Goal	Learning Objectives	Where Measured
1. Understanding of Business and Economics	<ul style="list-style-type: none"> • Demonstrate breadth of knowledge and skills in general business and economics • Demonstrate disciplinary knowledge and skills 	<ul style="list-style-type: none"> • MGMT 495 case analysis • Degree/concentration specific courses ^a
2. Effective Communication Skills	<ul style="list-style-type: none"> • Produce quality business documents • Deliver a professional quality presentation supported by appropriate technology 	<ul style="list-style-type: none"> • Representative sample of WP courses ^b • Representative sample of CF courses ^b
3. Ethical and legal perspective	<ul style="list-style-type: none"> • Analyze problems using an ethical perspective • Analyze the legal implications of business decisions 	<ul style="list-style-type: none"> • MGMT 382 (prev. 482) • MGMT 271 Business Law
4. Creative problem solving and critical thinking skills	<ul style="list-style-type: none"> • Critically analyze problems • Generate multiple alternative solutions • Defend resolutions to problems 	<ul style="list-style-type: none"> • MGMT 495 case analysis
5. Quantitative skills	<ul style="list-style-type: none"> • Solve business problems using quantitative techniques 	<ul style="list-style-type: none"> • DSCI 305 • ACCT 343

Notes:

a. discipline specific skills measured in:

Accounting: Acct 343

Bus. Admin - Finance: FIN 440, 441, 444 (sample from each course)

Bus. Admin - International Business: IB 470

Bus. Admin - Management: MGMT 414

Bus. Admin - Marketing: MKTG 489

Bus. Admin - MIS: MIS 495

Bus. Admin - Operations: OPS 468

MSCM: OPS 468

b. Using rubric applied by outside evaluator