Business Major Learning Outcomes

1. **Knowledge of Business Functions:** Students will demonstrate the ability to apply and synthesize knowledge of the functional areas of business to make sound business decisions.
   A. Knowledge of key business functions including management, accounting, finance, operations, and marketing.
   B. Ability to identify relationships among the various business functions and explain how functional areas affect one another.
   C. Ability to integrate knowledge of various business functions in solving business problems and making decisions.

2. **Ethics:** Students will demonstrate an understanding of ethical codes and behaviors as they relate to business stakeholders, issues, and decisions.
   A. Ability to identify ethical issues as they relate to business.
   B. Ability to evaluate business situations and make business decisions from an ethical perspective.
   C. Ability to advocate for ethical decision making.
   D. Knowledge of professional ethics codes for business fields.

3. **Critical Thinking & Analytical Ability:** Students will demonstrate the ability to engage in critical and analytical thinking, specifically the ability to use quantitative and qualitative analytical skills to evaluate problems and solve business decisions.
   A. Ability to learn, understand, solve problems and make decisions in an organizational context.
   B. Ability to critically analyze and interpret information and quantitative data.
   C. Ability to apply scientific research methods to an understanding of social phenomena, to distinguish between sound and fallacious reasoning, to understand cognitive biases, and to develop innovative insights into organizational phenomena.
   D. Ability to develop creative solutions to problems.
   E. Ability to write analytically and persuasively.

4. **Communication:** Students will demonstrate the ability to communicate effectively in various forms, including the ability to present business data and information.
   A. Ability to deliver clear and professional individual and team business presentations.
   B. Ability to participate effectively in discussions about business problems and clearly present own viewpoint to an audience.
   C. Demonstrate polished business written communication.

5. **Global Perspective:** Students will demonstrate an understanding of global issues and diverse cultural perspectives and the role of multiple cultural viewpoints in making business decisions.
   A. Ability to understand business issues from a global and historical perspective.
   B. Ability to integrate international and multicultural perspectives when making business decisions and solving business problems.