

**Undergraduate Business Core Curriculum Learning Goals (ANNOTATED)**  
**Approved September 20, 2013**

**1. Comprehension of business concepts and practices of organizations.**

What they know

**1.1 Students will be knowledgeable about current business concepts.**

*Examples: functional areas of business, financial statements, risk vs. return, role of information technology, operational strategy/design, organizational behavior, marketing principles.*

**1.2 Students will understand internal and external influences on domestic and international business practices.**

*Examples: recognizing differences in economic, political, and legal systems and awareness of cultural influences on international business, knowing which regulations impact business practices, internal controls for business processes.*

**2. Apply problem solving to address information needs of organizations.**

What they can do

**2.1 Students will solve business problems by applying appropriate technology, tools, and decision-making techniques.**

*Examples: analyzing quantitative data, collecting data from various sources and making a recommendation, analyzing a financial statement and assessing strengths and weaknesses of a company, using technology to aid in decision making.*

**2.2 Students will evaluate the ethical dimensions of business decisions.**

*Examples: students are given a case with an ethical dilemma involving a business problem and asked to explore the ethical implications of decision and actions.*

**3. Demonstrate professional skills expected in the workplace.**

How they act

**3.1 Students will demonstrate the ability to communicate effectively.**

*Examples: preparing a professional written report, email, or memo; giving an effective oral presentation, creating and delivering a well-designed PowerPoint slide presentation.*

**3.2 Students will demonstrate an understanding of appropriate workplace expectations and behaviors.**

*Examples: accomplish tasks in teams, understanding of diversity, wearing appropriate attire, punctuality, appropriate use of technology, employing business etiquette during a dining event.*

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