Neil Griffin College of Business – Student Learning Outcomes

Degree Program Table

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Graduate

Accounting

The following outcomes describe the expected competencies for students completing the graduate Accounting program.

- Accounting Knowledge: Students will apply appropriate professional knowledge to a) develop and measure, b) analyze, and c) communicate financial and other business information
- Data Analytics and Professional Judgment: Students will apply data analysis skills and professional judgment to solve problems and make decisions in a business setting.
- Research: Students will demonstrate an ability to find and communicate answers to accounting and tax questions by using the appropriate tools to conduct research in original sources of accounting and tax standards.
- Communication: Students will demonstrate an ability to communicate effectively.

Applied Digital Technology

The following outcomes describe the expected competencies for students completing the graduate Applied Digital Technology program.

- Demonstrate an ability to communicate effectively in written and oral formats
- Demonstrate an ability to lead and productively participate in group situations
- Understand the role of business ethics when solving problems and making decisions
- Apply quantitative and qualitative knowledge to solve problems and make decisions

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Business Administration

The following outcomes describe the expected competencies for students completing the graduate Business Administration program.

- Teamwork and Leadership: Our students will demonstrate the ability to lead and productively participate in group situations.
- Knowledge Application: Our students will be able to apply quantitative and qualitative knowledge to solve problems and make decisions.
- Ethics: Students will understand the role of business ethics when solving problems and making decisions.
- Oral Communication: Students will demonstrate an ability to use oral communication effectively.
- Written Communication: Students will demonstrate the ability to communicate effectively in writing.

Undergraduate

Core Business Program-Level Outcomes

The College of Business has a core of courses that all business majors must complete. The College has adopted these outcomes for the core curriculum:

- Students will communicate effectively and professionally in writing.
- Students will demonstrate effective and professional oral communication.
- Students will be sensitive to ethical issues when making business decisions.
- Students will demonstrate business knowledge.
- Students will use critical thinking skills to make decisions.
- Students will use technology appropriately to communicate, calculate, and present concepts and data.

Accounting

The following outcomes describe the expected competencies for students completing the undergraduate Accounting program.

- Written Communication: Students will be able to demonstrate the ability to communicate accounting information effectively in writing.
- Technology: Students will be able to use technology appropriately to collect and process financial data, retrieve and report financial information, and share relevant information with
  internal and external stakeholders.
- Critical Thinking: Students will demonstrate the ability to think critically about accounting issues and topics.
- Accounting Knowledge: Students will demonstrate an understanding of accounting and regulatory standards from the areas of financial, managerial, governmental, and tax accounting.
- Ethics: Students will be able to make ethical decisions in a professional context and understand the ethical standards that govern the profession.

Business Technology Education

The following outcomes describe the expected competencies for students completing the undergraduate Business Technology Education program.

- Understand and apply knowledge from business core content areas.
- Develop teaching plans and self-evaluate teaching effectiveness.
- Understand the availability and implementation of technology solutions to improve instruction in the classroom.

Economics (BA, BA Prelaw, BS)

The following outcomes describe the expected competencies for students completing the undergraduate Economics program, including BA, BA Prelaw, and BS tracks.

- Successful students will be able to: Demonstrate an understanding of how the supply and demand model can be used to predict market outcomes.
- Successful students will be able to: Demonstrate an understanding of how firms and markets interrelate in the determination of market outcomes.
- Successful students will be able to: Demonstrate an understanding of how monetary policy can be used to affect output and prices in models of aggregate economic activity.
- Successful students will be able to: Demonstrate an understanding of how changes in government expenditures and taxation affect the macro economy using various economic models.
- Successful students will be able to: Demonstrate critical thinking skills.

Finance

The following outcomes describe the expected competencies for students completing the undergraduate Finance program.

- Apply basic financial tools to value financial products.
- Evaluate financial markets, how securities are traded, and investor behavior.
- Use financial statements to appropriately evaluate firm performance and determine value of the firm.
- Project cash flows associated with corporate project evaluation.
- Analyze the impact of financial markets on interest rate determination.

Bank Management Emphasis

The following outcomes describe additional competencies for students completing the Bank Management emphasis within the Finance program.

- Apply basic financial tools to value financial products.
- Evaluate financial markets, how securities are traded, and investor behavior.
- Use financial statements to appropriately evaluate firm performance and determine value of the firm.
- Project cash flows associated with corporate project evaluation.
- Analyze the impact of financial markets on interest rate determination.
- Analyze the performance of a bank.

Global Supply Chain Management

The following outcomes describe the expected competencies for students completing the undergraduate Global Supply Chain Management program.

- Students will demonstrate a thorough understanding of supply chain management (SCM) principles and strategic goals.
- Students will demonstrate skills in solving SCM problems through research and data analysis.
- Students will show that they can effectively use multiple types of information technology.
- Students will demonstrate the ability to collaborate effectively.

Hospitality and Event Tourism Management

The following outcomes describe the expected competencies for students completing the undergraduate Hospitality and Event Tourism Management program.

- HETM students will employ creativity, research, and critical thinking to solve problems looking analytically and ethically at the triple bottom line
- HETM students will demonstrate effective culturally sensitive communication skills using facts to support claims, and consideration of multiple stakeholders
- HETM students will demonstrate social and civic responsibility through participation in a service-learning project, as members of a team, assisting a community-based organization

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Information Systems and Business Analytics

The following outcomes describe the expected competencies for students completing the undergraduate Information Systems and Business Analytics program.

- Evaluate computer systems and network needs in order to recommend possible solutions.
- Explain IT problems and solutions, and give clear instructions.
- Oversee the connections of different types of computer equipment to ensure they work together Properly.
- Make decisions about how to allocate resources in order to reach organizational goals.
- Motivate others so that groups are effective and efficient.

International Business

The following outcomes describe the expected competencies for students completing the undergraduate International Business program.

- Students will be able to demonstrate their knowledge of International Business.
- Students will be able to think critically in order to solve business problems.

- Students will be competent in oral and written communication in business settings.

Management

The following outcomes describe the expected competencies for students completing the undergraduate Management program.

- Demonstrate depth of knowledge of key concepts and principles of management and be able to apply them.
- Demonstrate skills in research, analysis and problem solving of management problems and issues.
- Demonstrate leadership and team skills.
- Demonstrate ability to effectively communicate business problems, analysis, and solutions (verbal and written)

Marketing

The following outcomes describe the expected competencies for students completing the undergraduate Marketing program.

- Students will demonstrate depth in marketing knowledge.
- Students will demonstrate analytical and research-driven skills.
- Students will demonstrate digital savvy.
- Students will develop professional skills necessary for the marketing field such as initiative, conscientiousness, and interpersonal skills.
- Students will collaborate in teams, cross-functionally, and/or in diverse environments.

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