

CBA Undergraduate Curriculum Outcomes (Developed by faculty with input from students, alumni, and business community. Adopted by faculty vote on January 21, 2010.)

Communication - the ability to convey information and ideas effectively

Upon completion of the CBA undergraduate program students will be able to:

- Deliver effective oral presentations
- Create well-written business reports
- Use communication to work effectively with others in a business context
- Use communication technologies and tools professionally and appropriately
- Adapt communication style to diverse audiences.

Decision Making and Critical Thinking – the ability to evaluate alternatives and understand the ramifications of those alternatives within a given business context

Upon completion of the CBA undergraduate program students will be able to:

- Identify problems
- Acquire appropriate information to frame business decisions
- Develop alternative approaches or solutions
- Evaluate the potential impact of alternatives

Global Context of Business – the ability to integrate global perspectives in business decisions

Upon completion of the CBA undergraduate program students will be able to:

- Recognize the role of cultural diversity in business decisions
- Analyze the global impact of political, social, economic, and legal issues on business decisions

Major Competency - proficiency in the primary functional area of study

Upon completion of the CBA undergraduate program students will be able to:

- Understand current business practices in the primary functional area
- Apply functional area concepts and decision-making techniques and tools appropriately
- Incorporate concepts from other functional business area into the primary area

Social Responsibility - the ability to consider the effects of business decisions on the entire social system

Upon completion of the CBA undergraduate program students will be able to:

- Demonstrate an awareness of social and ethical responsibilities
- Recognize the importance of standards of ethical business conduct
- Recognize and analyze the ecological, social, and economic implications of business decisions

Another View: CBA Undergraduate Curriculum Outcomes:

Goals/Objectives/Traits (Approved by UCC October 31, 2011)

This version shows in blue the language taken directly from the Undergrad Curriculum Outcomes. It is rearranged to reflect terminology consistent with AACSB guidelines. Additional traits may exist for the objectives, but *only those previously stated* are shown.

Mission*

“To provide students an exceptional business education that empowers them to serve organizations and communities as socially responsible citizens in a global environment.”

Goal: Our students will be able to convey information and ideas effectively.

Objectives:

Students will convey information and ideas in well-written business reports

Includes traits:

- *Use communication technologies and tools professionally and appropriately*
- *Adapt communication style to diverse audiences*
- *Use communication to work effectively with others in a business context*

Students will convey information and ideas in oral presentations.

Includes trait:

- *Adapt communication style to diverse audiences*

Goal: Our students will be able to think critically when evaluating decisions.

Objective:

Students will evaluate alternatives and understand the ramifications of those alternatives within a given business context

Includes traits:

- Identify problems
- Acquire appropriate information to frame business decisions
- Develop alternative approaches or solutions
- Evaluate the potential impact of alternatives

Goal: Our students will be prepared to serve others in a global environment.

Objective:

Students will demonstrate the ability to integrate global perspectives in business decisions.

Includes traits:

- Recognize the role of cultural diversity in business decisions
- Analyze the global impact of political, social, economic, and legal issues on business decisions

Goal: Our students will be prepared to be socially responsible citizens.

Objective:

Students will demonstrate the ability to consider the effects of business decisions on the entire social system

Includes traits:

- Demonstrate an awareness of social and ethical responsibilities
- Recognize the importance of standards of ethical business conduct
- Recognize and analyze the ecological, social, and economic implications of business decisions

Goal: Our students will be proficient in the primary functional area of study.

Objectives:

Students will apply functional area concepts and decision-making techniques and tools appropriately and be able to incorporate concepts from other functional business area into the primary area

Includes trait:

- Understand current business practices in the primary functional area

Another View: CBA Undergraduate Curriculum Outcomes

Goals/Objectives(Approved by UCC October 31, 2011)

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Mission*

“To provide students an exceptional business education that empowers them to serve organizations and communities as socially responsible citizens in a global environment.”

Goal: Our students will be able to convey information and ideas effectively.

Objectives:

Students will convey information and ideas in professional **business reports**

Students will convey information and ideas in **oral presentations**.

Goal: Our students will be able to think critically when evaluating decisions.

Objective:

Students will evaluate alternatives and understand the ramifications of those alternatives within a given business context

Goal: Our students will be prepared to serve others in a global environment.

Objective:

Students will demonstrate the **ability to integrate global perspectives in business decisions**.

Goal: Our students will be prepared to be socially responsible citizens.

Objective:

Students will demonstrate the ability to consider the effects of business decisions on the entire social system

Goal: Our students will be proficient in the primary functional area of study.

Objectives:

Students will **apply functional area concepts and decision-making techniques and tools appropriately while incorporating concepts from other functional business area into the primary area**