

## **MAJOR GOALS AND STUDENT LEARNING OUTCOMES FOR THE B.S. IN BUSINESS ADMINISTRATION/GENERAL MANAGEMENT MAJOR PROGRAM**

### **I. Demonstrate knowledge of the international nature of management.**

#### **Student Learning Outcomes:**

**SLO #1.1:** Identify the cultural dimensions that distinguish different countries on work-related attitudes.

**SLO #1.2:** Explain how business practices vary in different countries.

### **II. Demonstrate knowledge of the analysis, formulation and implementation of strategy in established or entrepreneurial organizations.**

#### **Student Learning Outcomes:**

**SLO #2.1:** Identify and apply relevant concepts, frameworks, and techniques to identify opportunities and problems of firms competing in a global business context, and formulate and implement appropriate strategies.

**SLO #2.2:** Identify and apply relevant concepts, frameworks, and techniques to identify and address strategic business issues from a general management perspective, cutting across functional areas.

### **III. Demonstrate knowledge of ethical frameworks and theories and how to apply them in business situations.**

#### **Student Learning Outcomes:**

**SLO #3.1:** Apply 4-6 ethical theories to current business situations.

**SLO #3.2:** Explain the philosophical arguments for and criticisms of 4-6 ethical theories.

### **IV. Demonstrate knowledge in the area of leadership.**

#### **Student Learning Outcomes:**

**SLO #4.1:** Analyze the applicability of leadership skills/practices in different situations.

**SLO #4.2:** Describe and apply leadership theories.

### **V. Demonstrate knowledge of the organizational processes of acquiring, developing, evaluating, and rewarding human resources.**

#### **Student Learning Outcomes:**

**SLO #5.1:** Identify issues involved with acquiring human resources including job analysis, HR planning, equal opportunity law, recruitment, and selection.

**SLO #5.2:** Identify issues related to developing, evaluating, and rewarding human resources via training, performance management and compensation systems.