

Goals and Objectives\Course I = Introduced, R = Reinforced, A = Assessed	ECO 210/211	BUS 201	ACC 212	ACC 213	MGT 268	FIN 320	MGT 331	MKT 350	MGT 366	ECO 300/400	MGT 495	ACC 310	ACC 311	ACC 317/318	ACC 321	ACC 333	ACC 340	ACC 413/414
1. Effective Business Communication																		
1.1 Students will be skilled at locating, evaluating, and using information effectively.	I, A	I		I	R, A	I	I	I, R	I	R								
1.2 Students will develop clear, concise and well-organized written communication					R, A		A	I, R			A	I, R	R, A					
1.3 Students will produce professional quality oral presentations.												I, R	R, A					R
2. Functional Business Knowledge																		
2.1 Students will apply disciplinary knowledge to solve problems.		I, R		I, A	I, R	I, A	I, R	I, R	I, R	R	A	I, R	I, R	I, R	I, R		I, R	I, R
2.2 Students will demonstrate proficiency in the basic concepts and principles across the disciplines.	I, R	I, R		I, A	I, R	I, R	I, R	I, R	I, R		A	I, R	I, R	I, R				I, R
3. Informed Decision Making																		
3.1 Students will analyze and integrate the impact of strengths and weakness, opportunities, and threats in business decisions.				I						I	A							
3.2 Students will analyze and integrate the impact of global forces in business decisions.		I			I, R		I, R	I	I, R		A	R	R					
4. Ethics and Values																		
4.1 Students will apply ethical theories and models to ethical problems.		I, R			I, R	I, R	I, R				R						I, R, A	
4.2 Students will identify their own values & understand how value systems impact decision-making.		I		I					I, R		R						I, R, A	
5. Technical Accounting Knowledge																		
5.1 Students will recognize, measure, record, analyze and interpret accounting elements within financial statements.				I	I							R, A	R	R				R
5.2 Students will apply an internal control assessment framework and interpret the effectiveness of internal control.				I	I							I, R	R				R	R, A
5.3 Students will use accounting information to evaluate strategic actions.				I											R, A			
6. Data Management and Analytics																		
6.1 Students will explain how data is captured and stored in enterprise systems					I												I, R, A	
6.2 Students will extract, manipulate, and report data.					I												I, R, A	