

BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN ACCOUNTING
Learning Goals and Objectives

The Seidman College of Business provides a rigorous learning environment, with a student focus, a regional commitment, and a global perspective.

(1) Effective Business Communication

- 1.1 Students will be skilled at locating, evaluating, and using information effectively.
- 1.2 Students will develop clear, concise and well-organized written communication.
- 1.3 Students will produce professional quality oral presentations.

(2) Functional Business Knowledge

- 2.1 Students will apply disciplinary knowledge to solve problems.
- 2.2 Students will demonstrate proficiency in the basic concepts and principles across the disciplines.

(3) Informed Decision Making

- 3.1 Students will analyze and integrate the impact of internal strengths and weakness and external opportunities and threats in business decisions.
- 3.2 Students will analyze and integrate the impact of global forces in business decisions.

(4) Ethics and Values

- 4.1 Students will apply ethical theories and models to ethical problems.
- 4.2 Students will identify their own values and understand how value systems impact decision-making.

(5) Technical Accounting Knowledge

- 5.1 Students will recognize, measure, record, analyze and interpret accounting elements within financial statements.
- 5.2 Students will apply an internal control assessment framework and interpret the effectiveness of internal control.
- 5.3 Students will use accounting information to evaluate strategic actions.

(6) Data Management and Analytics

- 6.1 Students will explain how data is captured and stored in enterprise systems.
- 6.2 Students will extract, manipulate and report data.