

College of Business (7 degrees offered)

Accounting (BAcc)

1. Graduates will be able to critically analyze business and accounting problems to make informed and technically appropriate decisions.
2. Graduates will exhibit ethical conduct in all their activities and be able to apply a values-laden method for making ethical decisions.
3. Graduates will be able to use accounting information to make decisions in business, government, and not-for-profit organizational settings.
4. Graduates will have the accounting background necessary to meet the education requirements for various professional examinations.
5. Graduates will be able to communicate business information effectively in order to assume leadership roles in their chosen professions.

Economics (BBA)

1. Graduates will demonstrate competency as economics professionals.
2. Graduates will be able to apply critical thinking skills to economics issues.
3. Graduates will be able to communicate effectively in the economics world.
4. Graduates will be able to apply a values-laden method for making ethical decisions about economics-related issues.
5. Graduates will possess the knowledge, skill, and ability to succeed in a global economy.

Finance (BBA)

1. Graduates will demonstrate competency as finance professionals.
2. Graduates will be able to apply critical thinking skills to finance issues.
3. Graduates will be able to communicate effectively in the finance world.
4. Graduates will be able to apply a values-laden method for making ethical decisions about finance-related issues.
5. Graduates will possess the knowledge, skill, and ability to succeed in a global economy.

International Business (BBA)

1. Graduates will demonstrate competency as international business professionals.
2. Graduates will be able to apply critical thinking skills to international business issues.
3. Graduates will be able to communicate effectively in the international business world.

4. Graduates will be able to apply a values-laden method for making ethical decisions about international business-related issues.
5. Graduates will possess the knowledge, skill, and ability to succeed in a global economy.

Management (BBA)

1. Graduates will demonstrate competency as management professionals.
2. Graduates will be able to apply critical thinking skills to management issues.
3. Graduates will be able to communicate effectively in the management world.
4. Graduates will be able to apply a values-laden method for making ethical decisions about management-related issues.
5. Graduates will possess the knowledge, skill, and ability to succeed in a global economy.

Marketing (BBA)

1. Graduates will demonstrate competency as marketing professionals.
2. Graduates will be able to apply critical thinking skills to marketing issues.
3. Graduates will be able to communicate effectively in the marketing world.
4. Graduates will be able to apply a values-laden method for making ethical decisions about marketing-related issues.
5. Graduates will possess the knowledge, skill, and ability to succeed in a global economy.

Master of Business Administration (MBA)

1. Graduates will be able to engage business problems to make informed, implementable decisions based on a thorough analysis of the situation from multiple perspectives.
2. Graduates will be able to analyze the value proposition of a firm's marketplace offerings, understand the firm's strategic fit, and create a comprehensive plan to deliver value.
3. Graduates will be able to synthesize information from many varied sources and communicate business information persuasively.
4. Graduates will be able to confront ethical dilemmas with a balanced and coherent perspective, and apply a principled method for responding to ethical issues.
5. Graduates will be able to act with a managerial perspective and influence others to achieve organizational goals through effective leadership.