



LEHIGH
UNIVERSITY™

College of Business and Economics

Undergraduate Curriculum Goals and Objectives*

CBE undergraduates will:

Goal 1: Understand functional areas of business and how they create value in a global context.

- LO 1.1 Understand how businesses organize and integrate resources, information and ideas across functions and organizations to create value.
- LO 1.2 Understand the environments in which organizations operate.
- LO 1.3 Understand how global forces affect business decisions and outcomes.
- LO 1.4 Understand how to formulate and implement effective business strategies in competitive environments.

Goal 2: Develop habits of critical, analytical thinking and creative problem solving.

- LO 2.1 Demonstrate proficiency in quantitative reasoning and data analysis for business decision making.
- LO 2.2 Apply knowledge and skills to new settings and to complex and ambiguous real world business problems.

Goal 3: Communicate effectively.

- LO 3.1 Demonstrate competence in oral, written, and visual communication skills.

Goal 4: Appreciate ethical and responsible behavior in business contexts.

- LO 4.1 Recognize implications arising from ethical dilemmas, and formulate actions most consistent with high ethical standards.
- LO 4.2 Comprehend corporate social and environmental responsibilities.

Goal 5: Collaborate with others to accomplish work in business contexts.

- LO 5.1 Recognize the value of interpersonal and intercultural differences.
- LO 5.2 Work effectively in a team project.

Goal 6: Build proficiency in a functional area of the student's choice.

[Each major lists LOs here]

***Learning Objectives Committee Members**

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