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]

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