Marshall Undergraduate Program Learning Goals and Objectives

Learning goal #1: Our graduates will understand types of markets and key business areas and their interaction to effectively manage different types of enterprises

- Students will demonstrate foundational knowledge of core business disciplines, including business analytics and business economics
- Students will understand the interrelationships between functional areas of business so as to develop a general perspective on business management
- Students will apply theories, models, and frameworks to analyze relevant markets (e.g. product, capital, commodity, factor and labor markets)
- Students will show the ability to utilize technologies (e.g., spreadsheets, databases, software) relevant to contemporary business practices

Learning goal #2: Our graduates will develop a global business perspective. They will understand how local, regional, and international markets, and economic, social and cultural issues impact business decisions so as to anticipate new opportunities in any marketplace

- Students will understand how local, regional and global markets interact and are impacted by economic, social and cultural factors.
- Students will understand that stakeholders, stakeholder interests, business environments (legal, regulatory, competitor) and business practices vary across regions of the world

Learning goal 3: Our graduates will demonstrate critical thinking skills so as to become future-oriented decision makers, problem solvers and innovators

- Students will understand the concepts of critical thinking, entrepreneurial thinking and creative thinking as drivers of innovative ideas
- Students will critically analyze concepts, theories and processes by stating them in their own words, understanding key components, identifying assumptions, indicating how they are similar to and different from others and translating them to the real world
- Students will be effective at gathering, storing, and using qualitative and quantitative data and at using analytical tools and frameworks to understand and solve business problems
- Students will demonstrate the ability to anticipate, identify and solve business problems. They will be able to identify and assess central problems, identify and evaluate potential solutions, and translate a chosen solution to an implementation plan that considers future contingencies
- Students will demonstrate the ability to be accurate, clear, expansive (thorough, detailed) and fair-minded in their thinking
Learning Goal 4: Our graduates will develop people and leadership skills to promote their effectiveness as *business managers and leaders*.

- Students will recognize, understand, and analyze the motivations and behaviors of stakeholders inside and outside organizations (e.g., teams, departments, consumers, investors, auditors)
- Students will recognize, understand and analyze the roles, responsibilities and behaviors of effective managers and leaders in diverse business contexts e.g., marketing, finance, accounting,
- Students will understand factors that contribute to effective teamwork

Learning goal 5: Our graduates will demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities *and aspire to add value to society*

- Students will understand professional codes of conduct
- Students will recognize ethical challenges in business situations and assess appropriate courses of action

Learning Goal #6: Our graduates will be effective communicators *to facilitate information flow in organizational, social, and intercultural contexts*.

- Students will identify and assess diverse personal and organizational communication goals and audience information needs
- Students will understand individual and group communications patterns and dynamics in organizations and other professional contexts
- Students will demonstrate an ability to gather and disseminate information and communicate it clearly, logically, and persuasively in professional contexts