

Learning Goal	Learning Objective	Traits	UGBA 100	UGBA 101A	UGBA 101B	UGBA 102A	UGBA 102B	UGBA 103	UGBA 104	UGBA 105	UGBA 106	UGBA 107	
1 Students will be skilled in critical thinking and ethical decision making, as supported by the appropriate use of analytical and quantitative techniques	1 Students will solve business problems using appropriate analytical techniques	A Given a business problem, students will identify the set of relevant analytical tools needed to solve the problem		X									
		B Students will know how to come up with concrete proposals for solution using the chosen analytical tool(s).		X									
		C Students will evaluate the soundness of proposed solutions, and make adjustments as necessary		X									
	2 Students will apply economic principles to solving business problems and managing resources	A Students will know the aspects of microeconomics that are most relevant to business decision making, such as strategy and various forms of price discrimination.		X									
		B Students will know the economic analysis applicable to the problems of business enterprises with emphasis on the determination of the level of prices, outputs, and inputs		X									
		C Students will know the effects of the state of the competitive environment on business and government policies		X									
	3 Students will apply concepts and methods of approach to ethical decision making in business	A Students will strengthen their abilities to anticipate, analyze critically and respond to the ethical issues that will arise during a career in business											X
		B Students will know how best to manage business given the conflicting demand regarding environmental sustainability from shareholder and stakeholder groups with incompatible short- and long-term interests											X
	2 Students will be effective communicators who can prepare and deliver oral and written presentations using appropriate technologies	1 Students will create well written documents on a business topic	A Students will know how to structure and polish business reports, memos, letters and executive summaries with appropriate formats	X									

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		B Students will write clearly, cohesively, emphatically and concisely	X									
		C Students will know how to argue a case and persuade an audience, institute changes of policy and secure cooperation	X									
	2 Students will deliver an effective oral presentation on a business topic	A Students will build confidence and expertise in oral communication, including: self-presentation, simple informative presentation, simple informative presentations to small	X									
		B Students will have a better understanding of business communication strategies, practices, and theories, and improve skills in speaking and listening.	X									
		C Students will know contemporary business protocol and understand cultural differences in communication	X									
	3 Students will use appropriate technologies to enhance the effectiveness of their written and oral presentations	A Students will build expertise in business communications software, specifically MS-Office Word, Excel and PowerPoint.	X			X			X			
		B Students will deliver multimedia business presentations and maintain their audience's attention with imagery, facts, and quotes using appropriate media (i.e. PowerPoint, Excel spreadsheets)	X			X			X			
3 Students will apply functional area concepts and theories appropriately	1 Students will develop and apply models to explain macroeconomic forces	A Students will know how to develop simple models that can be usefully applied to generate realistic predictions about the behavior of important macroeconomic variables such as output and income, employment and unemployment, interest rates, the government budget balance, exchange rates and the current account balance and inflation			X							

Learning Goal	Learning Objective	Traits	UGBA 100	UGBA 101A	UGBA 101B	UGBA 102A	UGBA 102B	UGBA 103	UGBA 104	UGBA 105	UGBA 106	UGBA 107
		B Students will apply macroeconomic models to understand and interpret current and historical macroeconomic developments -- including monetary and fiscal policy choices -- and to make predictions about future macroeconomic events, primarily in the industrial countries			X							
	2 Students will understand the use of accounting systems, fundamentals of finance and marketing as they apply to current business practices	A Students will know methods for both individuals and corporations to choose among alternative investments, the choice of financing these investments with debt or equity and for corporations, the choice of paying dividends to shareholders					X					
		B Students will evaluate the effects of the timing and risk of cash flows from different alternatives (principally stocks and bonds)						X				
		C Students will know the techniques of marketing research and concepts, theories and tools needed for the successful analysis, planning, implementation and control of a marketing strategy									X	
	3 Students will understand the nature and dynamics of social behavior relating to organizational performance in order to develop strategies to become effective leaders within organizations	A Students will understand how individuals function by themselves in small groups and as part of larger organizations								X		
		B Students will be able to understand how people think and act to be able to work with them as well as survive in and lead the organizations they share								X		