

SBA Student Learning Goals, Outcomes, and Results

Regardless of concentration, undergraduate SBA students will gain the following skills in five different learning goal categories:

Learning Goal #1: Ethics
a) Use appropriate frameworks to make ethical decisions
b) Implement ethical decisions
Learning Goal #2: Functional Business Knowledge
a) Demonstrate knowledge of core concepts in key functional business area
b) Apply relevant in-depth knowledge and critical skills from their disciplinary concentrations (see table immediately following)
Learning Goal #3: Communication Skills
a) Make effective business presentations
b) Write effective business documents
Learning Goal #4: Quantitative and Technology Skills
a) Use quantitative tools to analyze business-related issues
b) Use technology to analyze business-related issues
Learning Goal #5: Integrative Learning and Decision Making Skills
a) Demonstrate the ability to work effectively in cross-disciplinary teams
b) Blend knowledge and skill sets from different disciplinary areas to identify business opportunities and to provide solutions to real-world problems

Undergraduate SBA students will also gain the following concentration-specific skills:

Accounting

- a) Prepare and analyze, at an in depth level, corporate financial statements
- b) Apply knowledge of relevant professional accounting standards in the financial reporting and auditing of US and multinational firms

Finance

- a) Demonstrate knowledge of domestic and global capital markets and financial institutions
- b) Explain how managers make value-maximizing decisions in a corporation

International Business

- a) Utilize financial, economic, management and marketing trends and tools to make global strategic decisions

Management

- a) Compare and contrast more traditional models of decision making, motivation, and leadership, with their newer, more innovative counterparts
- b) Outline the human resources process and the roles of human resources in organizations

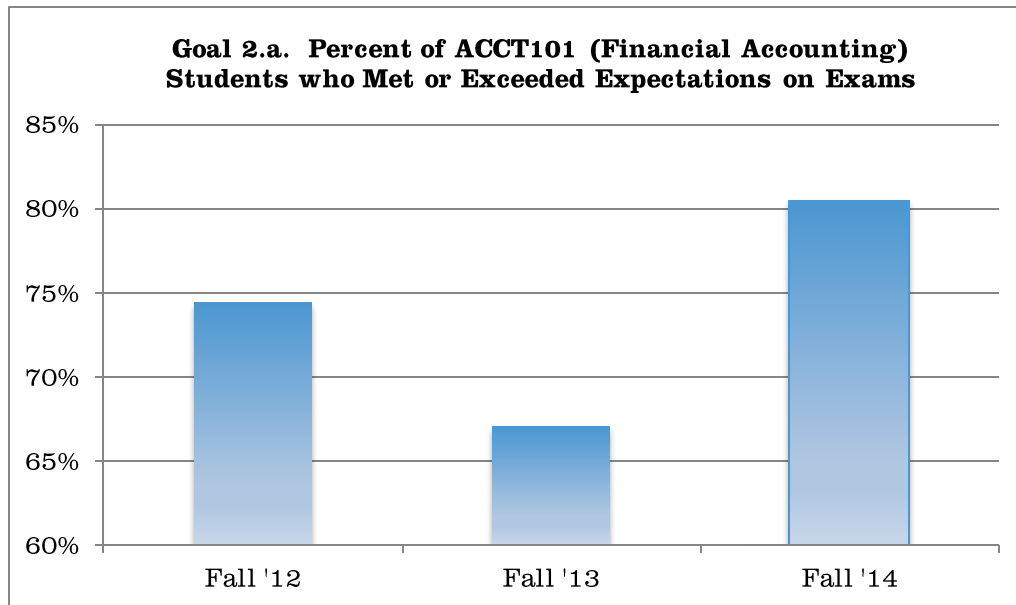
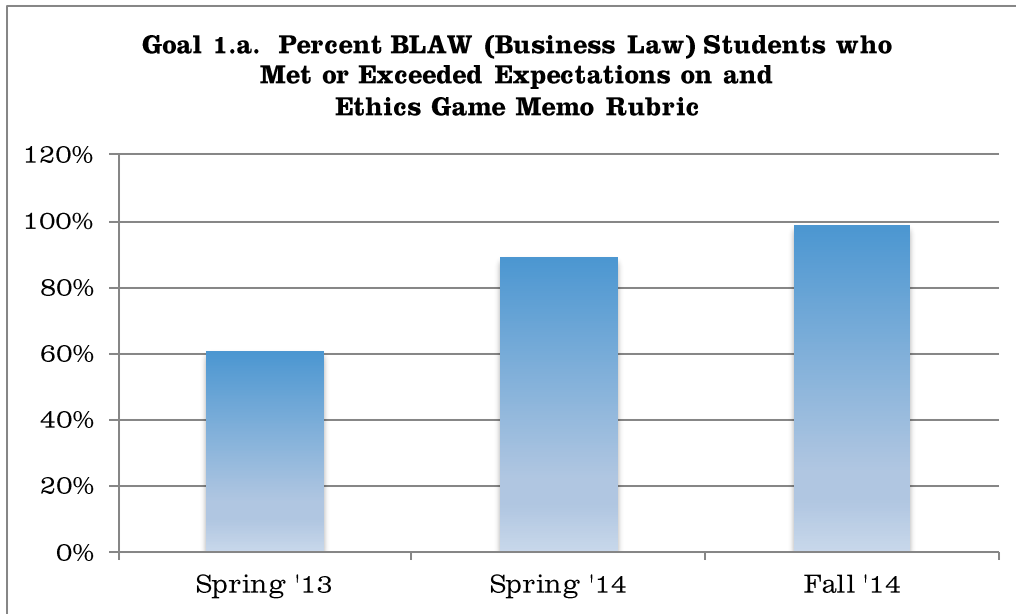
Marketing

- a) Demonstrate knowledge of concepts used in the strategic marketing process, with emphasis on SWOT analysis and environmental scanning
- b) Apply select elements of the marketing mix to marketing strategy for a product or service business

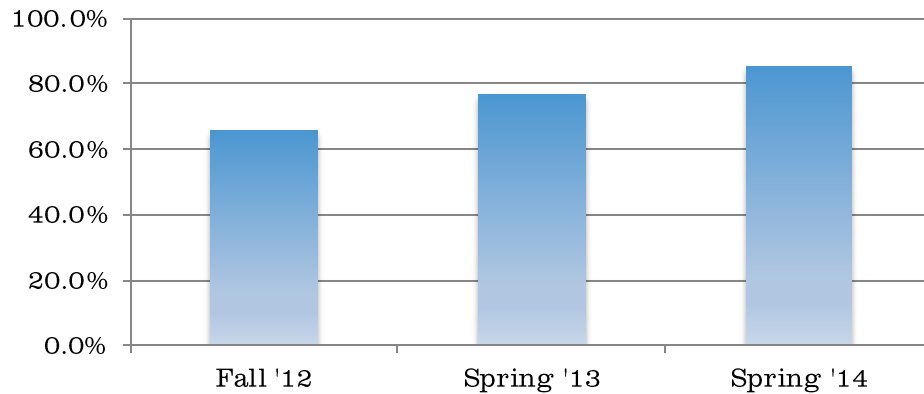
Fashion Merchandising & Management

- a) Identify the interrelationship between the supply and value chain
- b) Define and describe retail strategies and structures

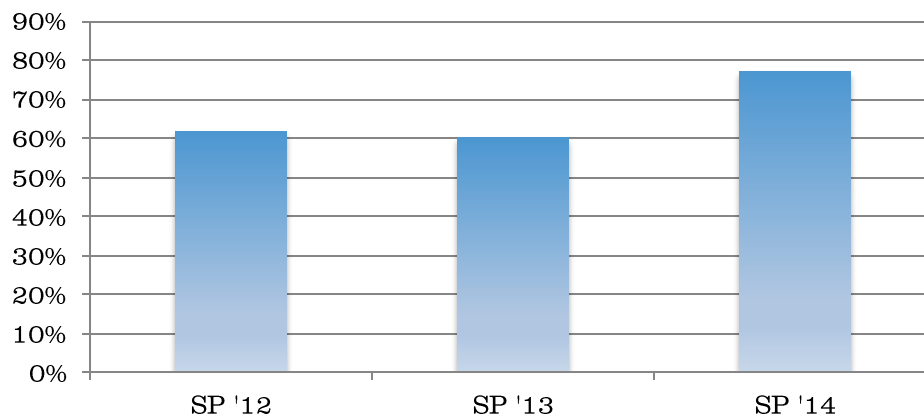
Selected Outcomes Related to SBA Learning Goals



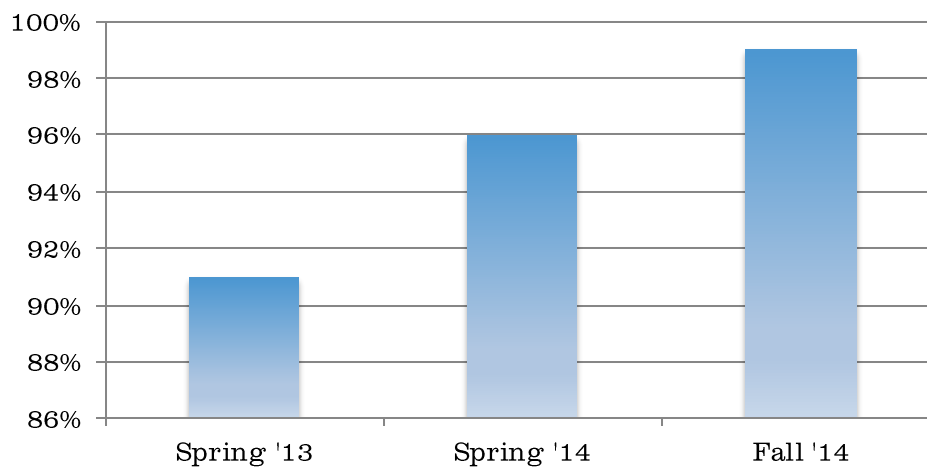
Goal 2.a. Percent of MKTG104 (Marketing Foundations) Students who Met or Exceeded Expectations on an Exam



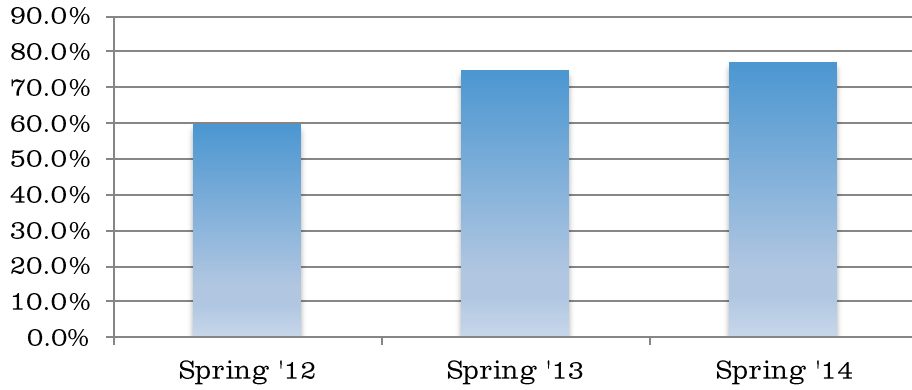
Goal 2.a. Percent of FINC301 (Financial Management) Students who Met or Exceeded Expectations on an Exam



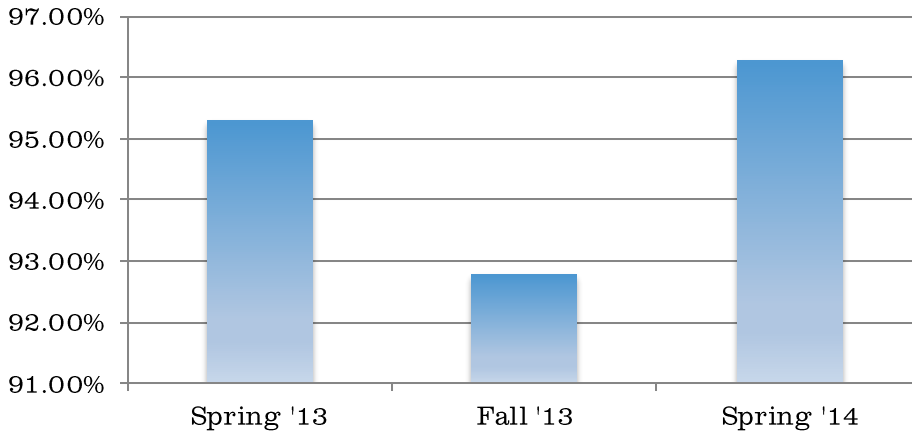
Goal 3.a. Percent BLAW301 (Business Law) Students who Met or Exceeded Expectations on Presentation Rubric



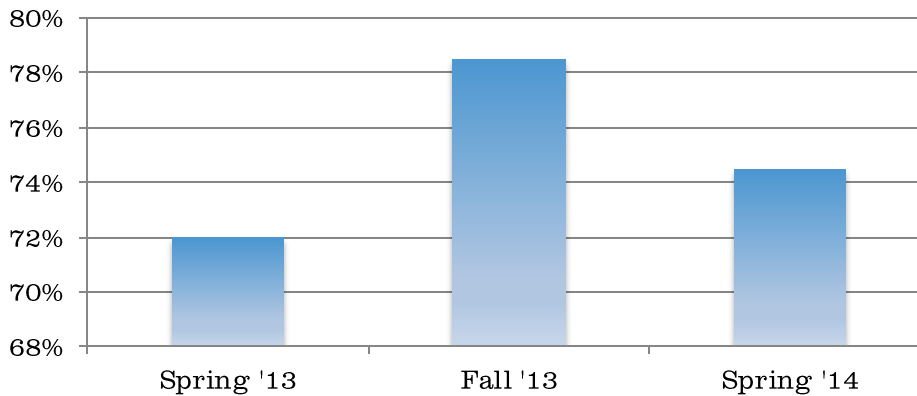
Goal 4.b. Percent of MGMT401 (Operations Management) Students who Met/Exceeded Expectations on an Exam



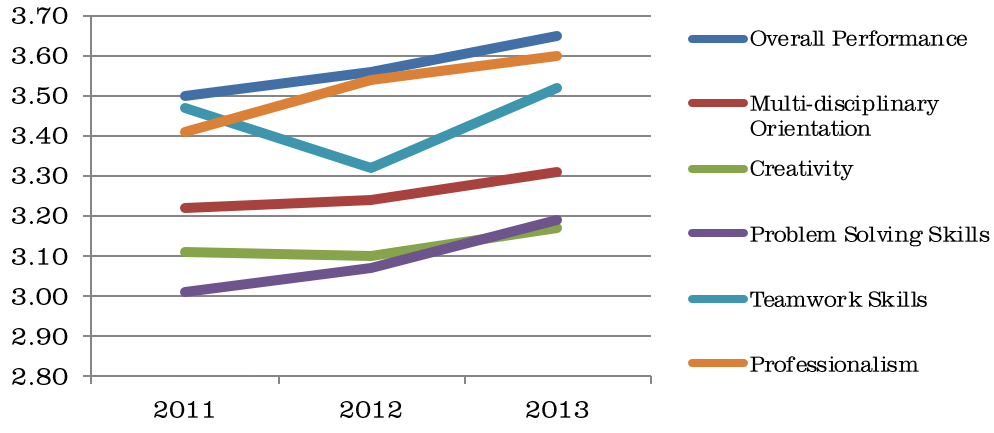
Goal 5.a. Percent of DECFRM200 (Business Models) Students who Met/Exceeded Expectations on a Group Project



Goal 5.b. Percent of DECFRM200 (Business Models) Students who Met/Exceeded Expectations on a Business Models Development Project



Goal 5a. and b. Fashion Merchandising and Management Internship Preceptor Survey Results on a Scale of 1-4 (4=Excellent)



Goal 5b. Longitudinal NSSE SBA Student Survey Results, Percent of Students who State they have had the Experience Indicated

