

COLLEGE OF BUSINESS: Program Student Learning Outcomes

College	Department	Degree, Certificate, or other Credential	Program	Specialized Accreditor	Student Learning Outcomes
COB	Accounting, Finance, and Economics (AFE)	B.S./B.A.	Business Administration	ACBSP	<p>Students will:</p> <ol style="list-style-type: none"> 1. demonstrate effective written communication 2. demonstrate effective oral communication 3. solve problems using critical thinking skills 4. demonstrate global awareness and sensitivity to diversity 5. demonstrate professionalism 6. demonstrate ethical behavior 7. demonstrate mastery of the business disciplines: accounting, finance, economics, management, marketing, information systems.
COB	Accounting, Finance, and Economics (AFE)	MBA	Business Administration	ACBSP	<p>Students will:</p> <ol style="list-style-type: none"> 1. apply the key components of strategic management model and discuss the significance of the model for business firms in a changing environment. 2. integrate appropriate business theories and paradigms to identify and solve complex business problems and improve company performance. 3. demonstrate the ability to effectively communicate business information. 4. demonstrate their knowledge of and ability to apply discipline specific theories and concepts in finance, management, management information systems, and marketing.
COB	Management, Marketing, and Public Administration (MMPA)	MPA	Public Administration	NASPAA	<p>Students will:</p> <ol style="list-style-type: none"> 1. lead and manage in public governance 2. participate in and contribute to the public policy process 3. analyze, synthesize, think critically, solve problems and make decisions 4. articulate and apply a public service perspective 5. communicate and interact productively with a diverse and changing workforce and citizenry.

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COB	Management Information Systems (MIS)	M.S. and Certificate	Management Information Systems	N/A	<p>Students shall:</p> <ol style="list-style-type: none"> 1. prepare requirement specifications. 2. develop models based on requirement specifications. 3. recognize opportunities and critically analyze information system solutions. 4. write professional, accurate, and discipline-specific documentation. 5. orally present professional, accurate, and discipline specific material. 6. identify global factors that impact business enterprise information system solutions.
COB	Management, Marketing, and Public Administration (MMPA)	M.A.	Human Resource Development	N/A	<p>Students will:</p> <ol style="list-style-type: none"> 1. demonstrate their ability to complete a human and organizational performance assessment. 2. demonstrate their ability to design and facilitate learning and skill development modules to meet learning and performance needs. 3. demonstrate the skills necessary to critique, develop, and analyze live research.