

COLLEGE OF BUSINESS

STUDENT LEARNING OUTCOMES (Management)

Upon completion of this program, graduates will be able to:

1. Demonstrate an ability to conduct business planning, set major business objectives, and define business goals. (Application)
2. Recognize or create an organizational structure to effectively implement business plans/objectives/goals. (content)
3. Demonstrate an ability to understand and use various leadership and motivational tools to successfully implement business plans, objectives, and goals to positively affect business profits. (application)
4. Display an ability to understand the elements associated with staffing the business with the best people with the needed skills and behaviors to implement plans/objectives/goals to positively affect business profits. (Application)
5. Utilize measurement tools and procedures to determine the performance of people and other assets related to the implementation of plans/objectives/goals, and take corrective actions where necessary to enhance business profits (content)