Trinity University School of Business Undergraduate Learning Goals

Mission Statement:

The School of Business offers an integrated, innovative undergraduate and graduate program for students who are well grounded in the liberal arts. Building on a firm understanding of the fundamentals of business and rigorous discipline-specific instruction, students continue to learn and apply advanced concepts experientially.

Our programs produce globally aware, ethically sensitive, technologically proficient graduates who think critically, communicate effectively, and understand business as a consequence of both field and classroom involvement.

Learning Goal #1: Our graduates understand the fundamentals of business.

Objective 1: Graduates demonstrate proficiency in financial analysis.
Objective 2: Graduates demonstrate proficiency in financial management.
Objective 3: Graduates demonstrate proficiency in operations management.
Objective 4: Graduates demonstrate proficiency in marketing management.
Objective 5: Graduates demonstrate proficiency in strategic analysis and planning.

**These five Objectives are tied specifically to the GLO-BUS simulation in BUSN 4301. Assessment will be based on scores relative to prior years‘ performance.

Learning Goal #2: Our graduates demonstrate liberal arts proficiencies in business settings.

Objective 1: Graduates demonstrate an understanding of the global nature of business.
Objective 2: Graduates demonstrate the ability to apply ethical reasoning skills in a business context.
Objective 3: Graduates demonstrate the ability to apply critical thinking skills in a business context.

Learning Goal #3: Our graduates communicate effectively.

Objective 1: Graduates demonstrate the ability to write effectively.
Objective 2: Graduates demonstrate the ability to make effective oral presentations.

Learning Goal #4: Our graduates are technologically proficient.

Objective 1: Graduates demonstrate proficiency manipulating and analyzing data.
Objective 2: Graduates demonstrate proficiency modeling problems in support of decision-making.
Added Fall 2015 with Introduction of New Majors

**Accounting**

*Learning Goal #5:* Our graduates have professional skills that are necessary to succeed in accounting.

**Objective 1:** Graduates engage in meaningful internships with prominent firms.

**Objective 2:** Graduates demonstrate proficiency using the FASB ASC database and drawing conclusions from their research.

**Objective 3:** Graduates demonstrate the ability to apply professional judgment models and to respond appropriately to assessments of audit risk.

**Business Analytics & Technology**

*Learning Goal #5:* Our graduates have technical skills that are necessary to succeed in business analytics.

**Objective 1:** Graduates demonstrate proficiency in the area of business data analysis.

**Objective 2:** Graduates demonstrate proficiency in the area of business process improvement.

**Finance**

*Learning Goal #5:* Our graduates have skills and knowledge that are necessary to succeed in finance.

**Objective 1:** Graduates demonstrate an understanding of critical concepts in finance.

**Objective 2:** Graduates demonstrate research skills appropriate to the discipline of finance.

**International Business**

*Learning Goal #5:* Our graduates have a critical understanding of international business as a subject discipline.

**Objective 1:** Graduates demonstrate an understanding of concepts and principles underlying businesses across borders.

**Objective 2:** Graduates demonstrate research skills appropriate to the discipline of international business.
Trinity University School of Business Graduate Learning Goals

**Learning Goal #1:** Our graduates demonstrate technical competence required of accounting professionals.

**Objective 1:** Graduates demonstrate outstanding performance on the Uniform CPA Examination.
**Objective 2:** Graduates place at prominent firms upon graduation.

**Assessment of Objective 1 is based on NASBA CPA Exam rankings. Assessment of Objective 2 is based on placement rates, where the standard is 90%.

**Learning Goal #2:** Our graduates demonstrate strong professional reasoning skills.

**Objective 1:** Graduates demonstrate the ability to apply critical thinking skills in an accounting context.
**Objective 2:** Graduates demonstrate the ability to suggest ethical resolutions to accounting-based ethical issues.

**Learning Goal #3:** Our graduates communicate effectively.

**Objective 1:** Graduates demonstrate the ability to write effectively.
**Objective 2:** Graduates demonstrate the ability to make effective oral presentations.

**Learning Goal #4:** Our graduates are technologically proficient.

**Objective 1:** Graduates demonstrate proficiency using the FASB ASC database and drawing conclusions from their research.
**Objective 2:** Graduates demonstrate proficiency manipulating and analyzing data.