Undergraduate Learning Goals

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.

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.

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.

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.

Graduate Learning Goals

Goal #1: Our graduates understand the fundamentals of domestic and international accounting.

Objective 1: Graduates demonstrate outstanding performance on the Uniform CPA Examination.
Objective 2: Graduates demonstrate an understanding of International Financial Reporting Standards.
Objective 3: Graduates place at prominent firms upon graduation.

Goal #2: Our graduates demonstrate ethical reasoning skills.

Objective 1: Graduates demonstrate the ability to identify ethical issues in an accounting context.
Objective 2: Graduates demonstrate the ability to suggest ethical resolutions to accounting-based ethical issues.

Goal #3: Our graduates think critically and communicate effectively.

Objective 1: Graduates demonstrate the ability to apply critical thinking skills in an accounting context.
Objective 2: Graduates demonstrate the ability to write effectively.
Objective 3: Graduates demonstrate the ability to make effective oral presentations.

Goal #4: Our graduates are technologically proficient.

Objective 1: Graduates demonstrate proficiency using the FASB ASC database.
Objective 2: Graduates demonstrate proficiency manipulating and analyzing data.