

## **Fermanian School of Business Undergraduate Learning Outcomes**

### **Core Program Learning Outcomes**

1. Demonstrate general knowledge of theories and practices in the core areas of business.
2. Critically analyze and apply business knowledge to solve complex business situations.
3. Demonstrate effective business communication through both written and verbal means.
4. Formulate decisions informed by ethical attitudes and values.
5. Students will collaborate effectively in teams.

### **Accounting Major-Specific Program Learning Outcomes**

- A1. Demonstrate detailed knowledge of accounting and federal tax regulations.
- A2. Apply accounting knowledge in the preparation and evaluation of financial statements.
- A3. Apply knowledge in federal tax regulations to evaluate tax positions and planning opportunities.

### **Economics Major-Specific Program Learning Outcomes**

- B1. Demonstrate in-depth knowledge of economic theory in microeconomics, macroeconomics and econometrics.
- B2. Critically evaluate decisions using tools of economic analysis.
- B3. Analyze the effectiveness of economic policies to solve national and/or global economic issues.

### **Finance Major-Specific Program Learning Outcomes**

- C1. Demonstrate an in-depth knowledge of financial management, investment and international finance theories.
- C2. Apply finance theories and tools in the analysis of business issues.

### **International Development Major-Specific Program Learning Outcomes**

- E1. Demonstrate an in-depth knowledge on International Development theories and concepts.
- E2. Compare and contrast approaches to decision making in for-profit and non-profit environments.
- E3. Evaluate the similarities and differences of the economic conditions between developed and developing countries.

### **Management Major-Specific Program Learning Outcomes**

- F1. Demonstrate an in-depth knowledge of management theory.
- F2. Apply management theories to effectively address challenging business scenarios.

### **Marketing Major-Specific Program Learning Outcomes**

- G1. Demonstrate in-depth knowledge of marketing theory and concepts.
- G2. Apply marketing research skills to inform marketing decision making.
- G3. Develop, analyze, and evaluate strategic and tactical marketing plans and programs, and assess marketing performance.