

BS Business WEOC Program Learning Goals and Outcomes

PROGRAM LEARNING GOAL	PROGRAM LEARNING OUTCOME
<p>Learning Goal #1: Conducts an effective oral presentation about business issues.</p>	<p>Learning Outcome 1.1 Makes group oral/discussion presentation about analysis of a selected organization's culture with recommendations about how to meet stated organizational goals.</p>
<p>Learning Goal #2: Writes an effective paper in which information is collected, analyzed, and interpreted with conclusions drawn.</p>	<p>Learning Outcome 2.1 Prepares written strategic analysis of a selected corporation.</p>
<p>Learning Goal #3: Demonstrates use of appropriate technology in communicating business data and information.</p>	<p>Learning Outcome 3.1 Use of Internet and PowerPoint technologies to communicate analyses of marketing mixes of large corporations.</p>
<p>Learning Goal #4: Guides a newly formed team of two or more students in developing innovative solutions to complex business situations.</p>	<p>Learning Outcome 4.1 Students form study groups outside of class and students break out into groups to solve in-class exercises.</p>
<p>Learning Goal #5: Develops a presentation that reflects the cohesiveness of a team.</p>	<p>Learning Outcome 5.1 Students participate in self-managed team of five members to deliver quality recommendations for a company's marketing efforts within a specific time frame.</p>

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<p>Learning Goal #6: Respects the opinions of others, even when expressing contradictory viewpoints.</p>	<p>Learning Outcome 6.1 Students participate in self-managed teams that must work cooperatively and cohesively to deliver quality analyses.</p>
<p>Learning Goal #7: Demonstrates behaviors of a business professional.</p>	<p>Learning Outcome 7.1 Listen attentively and participate actively during classroom discussions. Prepare chapter outlines for class discussions.</p>
<p>Learning Goal #8: Resolves real-life business legal and/or ethical dilemmas by applying well-constructed criteria that respects the stakeholders involved.</p>	<p>Learning Outcome 8.1 Multiple case studies provide experience dealing with complex, difficult issues requiring personal judgment rather than “book answers”.</p>
<p>Learning Goal #9: Applies emphasis-specific theories to real-life business situations to identify alternative courses of action.</p>	<p>Learning Outcome 9.1 Students perform financial analysis in final project. Liquidity, Capital Structure and Performance Analysis.</p>
<p>Learning Goal #10: Constructs innovative and creative solutions to business situations not specifically suggested by the text or the instructor.</p>	<p>Learning Outcome 10.1 Students are challenged to use integrated approaches in the communication of solutions proposed for each case study.</p>
<p>Learning Goal #11: Transfer and applies learning outcomes from one course to another.</p>	<p>Learning Outcome 11.1 Analyze and record transactions in journal form.</p>