Goal 1: Graduates will be effective business analysts.

- Objective 1: Students will be able to demonstrate an understanding of the techniques of financial analysis.
- Objective 2: Students will be able to conduct a marketing assessment of a firm's practices.
- Objective 3: Students will be able to identify, evaluate, and make recommendations about operational or process problems in a firm.
- Objective 4: Students will be able to analyze a company's overall strategy.

Goal 2: Graduates will be effective business communicators.

- Objective 1: Students will be able to produce business writing that meets professional standards
- Objective 2: Students will be able to deliver a professional oral presentation.

Goal 3: Graduates will be ethically conscious and socially responsible business people.

- Objective 1: Students will be able to analyze an ethical issue in a business context and be able to make and defend an ethical decision based on this analysis.
• Objective 2: Students will analyze a business situation involving corporate social responsibility and be able to make and defend a course of action based upon that analysis.

Goal 4: Graduates will develop leadership qualities.
• Objective 1: Students will be able to analyze organizational situations to identify how influence and authority should be exercised to accomplish organizational goals.
• Objective 2: Students will be able to recognize behaviors that contribute to and detract from the performance of a team.
• Objective 3: Students will be able to critically analyze problems and offer defensible solutions.

Goal 5: Graduates will understand the impact of globalization.
• Objective 1: Students will be able to recognize and analyze business decision-making in the global context.