Goal 1: Graduates will be effective business analysts.

- Objective 1: Students will be able to apply appropriate financial tools and techniques.
- Objective 2: Students will be able to apply appropriate marketing tools and techniques.
- Objective 3: Students will be able to apply appropriate operations management tools and techniques.

Goal 2: Graduates will be effective 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 effective and responsible managers.

- Objective 1: Students will be able to understand and apply techniques to build trust, motivation, and commitment among individuals and groups.
- Objective 2: Students will be able to recognize issues of ethical and social responsibility in business when doing analysis.
Goal 4: Graduates will be global strategic thinkers.

- Objective 1: Students will be able to analyze long term business strategies.