

Indiana University Kokomo School of Business
Undergraduate Program Goals and Learning Outcomes

A graduate of the business program should be able to:

Goal 1. Communicate effectively and professionally

- Outcome 1. 1. Students will write effective and professional business documents
- Outcome 1. 2. Students will deliver effective and professional presentations
- Outcome 1. 3. Students will identify and present their unique skills and experience in a variety of media
- Outcome 1. 4. Students will collaborate effectively and professionally with others as both members and leaders of teams

Goal 2. Use information and technology effectively

- Outcome 2. 1. Students will determine the nature and extent of information needed for a business decision
- Outcome 2. 2. Students will evaluate information and its sources critically
- Outcome 2. 3. Students will use technology to organize, analyze, and present data

Goal 3. Demonstrate quantitative skills

- Outcome 3.1. Students will develop and solve quantitative models for a business problem
- Outcome 3.2. Students will use the insights from quantitative models to inform business decision making
- Outcome 3.3. Students will apply fundamental statistical concepts in a business context

Goal 4. Demonstrate effective critical thinking skills

- Outcome 4. 1. Students will recognize issues that have alternative interpretations
- Outcome 4. 2. Students will assess the quality of supporting evidence
- Outcome 4. 3. Students will assess the implications and consequences that result from proposed conclusions

Goal 5. Recognize ethical, cultural and social issues in business

- Outcome 5. 1. Students will identify ethical dilemmas in a business situation
- Outcome 5. 2. Students will identify potential resolutions to ethical dilemmas and assess the impact on stakeholders
- Outcome 5. 3. Students will recognize cultural differences and the value of inclusiveness in business
- Outcome 5. 4. Students will discuss and evaluate social responsibility of business

Goal 6. Demonstrate knowledge and skills in the functional areas of business

- Outcome 6. 1. Students will explain concepts in the functional areas of business including Accounting, Business law, Economics, Finance, Information Systems, International Business, Management, Marketing, and Operations
- Outcome 6. 2. Students will apply concepts in the functional areas of business
- Outcome 6. 3. Students will describe how the actions of various functional areas of business affect other functional areas