

**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

- Outcome 1.1. Students will read critically
- Outcome 1.2. Students will write effectively
- Outcome 1.3. Students will speak effectively
- Outcome 1.4. Students will use technology appropriately to support communication

Goal 2. Use information and technology effectively

- Outcome 2. 1. Students will determine the nature and extent of information needed
- Outcome 2. 2. Students will evaluate information and its sources critically
- Outcome 2. 3. Students will use spreadsheet software.
- Outcome 2. 4. Students will use database management software.

Goal 3. Demonstrate quantitative skills.

- Outcome 3.1. Students will translate a verbal problem into mathematical notation
- Outcome 3.2. Students will solve the mathematical problem that models verbal problem
- Outcome 3.3. Students will use the solution of the mathematical problem to draw valid conclusions about the verbal problem
- Outcome 3.4. Students will use fundamental statistical information

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

- Outcome 5. 1. Students will understand concepts in the functional areas of business including Accounting, Business law, Economics, Finance, Management, Marketing
- Outcome 5. 2. Students will apply concepts in the functional areas of business including Accounting, Business law, Economics, Finance, Management, Marketing