

**Fermanian School of Business Undergraduate Learning Outcomes  
2020-2021**

**Core Program Learning Outcomes**

1. Exhibit general knowledge of theories and practices in the core areas of business.
2. Critically analyze and apply business knowledge to solve complex business situations.
3. Demonstrate effective business communication through both written and verbal means.
4. Formulate decisions informed by ethical values.
5. Collaborate effectively in teams.

**Accounting Major-Specific Program Learning Outcomes**

- A1. Exhibit detailed knowledge of accounting and federal tax regulations.
- A2. Analyze financial statements using accounting knowledge.
- A3. Evaluate tax positions and planning opportunities based on federal tax knowledge.

**Finance Major-Specific Program Learning Outcomes**

- C1. Exhibit an in-depth knowledge of financial management, investment and international finance theories.
- C2. Prepare a business valuation using finance tools and theories.

**Information Systems Major-Specific Program Learning Outcomes**

- D1. Demonstrate knowledge of information systems and be prepared for careers that use information systems, and graduate study in fields related to information systems.
- D2. Write correct and robust software.
- D3. Analyze the interaction between hardware and software.
- D4. Apply critical thinking, technical and information systems knowledge to solve problems.
- D5. Understand and create arguments supported by quantitative evidence.

**International Development Major-Specific Program Learning Outcomes**

- E1. Exhibit an in-depth knowledge of International Development theories and concepts.
- E2. Compare approaches to decision making in for-profit and non-profit environments based on international development concepts.
- E3. Evaluate the similarities and differences of the economic conditions between developed and developing countries based on International Development knowledge.

**Management Major-Specific Program Learning Outcomes**

- F1. Exhibit an in-depth knowledge of management theory.
- F2. Assess the competitive advantage of a business based on management concepts.

**Entrepreneurship Concentration**

- F3. Analyze a startup pitch based on entrepreneurship knowledge and concepts.

**Global Business Concentration**

- F4. Analyze essential elements of conducting business globally.

**Marketing Major-Specific Program Learning Outcomes**

- G1. Exhibit an in-depth knowledge of marketing theory and concepts.
- G2. Evaluate a marketing strategy based on marketing knowledge and concepts.

**BBA Management Concentration Program Learning Outcomes**

- BBA A1. Exhibit an in-depth knowledge of management theory.
- BBA A2. Propose organizational improvements using management knowledge and concepts.

**BBA Marketing Concentration Program Learning Outcomes**

- BBA B1. Exhibit an in-depth knowledge of marketing theory and concepts.
- BBA B2. Evaluate an integrated marketing communication (IMC) plan using marketing knowledge and concepts.