

COLLEGE OF BUSINESS ASSURANCE OF LEARNING GOALS

Undergraduate Programs

In order to act according to our core values, uphold our mission, and achieve our vision, the College of Business must provide educational opportunities that enhance our undergraduate students' continued development in:

- *Leading-Edge Theory and Practice in their Discipline*: more specifically, ensuring our graduates are prepared for entry-level professional positions related to their academic majors.
- *Cognitive and Social Aptitudes*, including:
 - The communication skills to build effective workplace relationships.
 - Communication Skills
 - Leadership Tools
 - The ability to critically and creatively evaluate problems and to think strategically.
 - Critical Thinking
 - Creative Problem-Solving
 - Technological Proficiency
 - Research Skills
 - The capacity to exercise judgment that includes ethical considerations in the solutions offered.
 - Ethics
 - Professional Skills
 - Global Awareness
- *Management-Specific Skills and Knowledge* in the following areas:
 - Financial theories, analysis, and markets
 - Accounting concepts
 - Production and distribution of goods and services
 - Information technologies and systems
 - Economic environments of organizations
 - Marketing functions and strategies
 - Managerial concepts and practices
 - Strategic management

LEARNING STANDARDS FOR BUSINESS GRADUATES

Communication Skills

Uses standard English grammar in oral & written forms. Applies listening skills appropriate to situation. Reads with comprehension. Communicates effectively in oral and written forms, including presentations.

Leadership Tools

Applies effective interpersonal skills. Demonstrates ability to work effectively in individual and team situations. Has a willingness to assume leadership positions.

Critical Thinking

Analyzes, synthesizes, and evaluates from a wide variety of information sources. Utilizes logic. Recognizes patterns & forms conclusions based on those patterns. Adapts textbook information to real world. Differentiates fact from opinion. Recognizes and evaluates assumptions, theses, and support of arguments. Transfers concepts within and among disciplines.

Creative Problem-Solving

Is open-minded, flexible and adapts to new ideas. Devises new ideas, work, or solutions. Recognizes and evaluates alternatives.

Technological Proficiency

Demonstrates knowledge and use of current technology for problem solving including: appropriate software tools, Internet, and discipline-specific applications. Demonstrates knowledge of state-of-the-art and emerging technologies related to the discipline.

Research Skills

Applies scientific methods to problem solving. Utilizes basic statistical analysis. Synthesizes information into coherent whole. Clarifies ill-defined problems.

Ethics

Demonstrates professional conduct & ethical responsibility. Demonstrates knowledge and application of moral & philosophical concepts. Recognizes ethical dilemmas and is aware of diverse answers to ethical problems.

Professional Skills

Demonstrates ability to adapt to diverse organizational environments. Demonstrates awareness of workplace cultures and expectations. Self-evaluates learning and performance. Utilizes planning and organization skills. Demonstrates ability to deal with ambiguity and uncertainty.

Global Awareness

Has awareness and acceptance of cultural differences. Understands the global environment in which organizations operate.

Master's Programs

Master of Business Administration (MBA)

Students in the Louisiana Tech MBA program receive the interdisciplinary training necessary for professional careers as managers in business or any professional field. Thus, MBA students learn to think critically, evaluate situations, problem solve, and make managerial decisions that cover a variety of business scenarios. The specific learning goals for the program include:

- Graduates will be proficient in integrating cross-disciplinary knowledge to solve business problems.
 - Analytical Thinking
 - Synthesis of Interdisciplinary Concept
- Graduates will demonstrate the necessary communication skills to be successful in a managerial/leadership position.
 - Writing Proficiency
 - Presentation Skills

Master of Professional Accountancy (MPA)

The Master of Professional Accountancy (MPA) program is designed to provide graduate-level education in accounting for individuals seeking careers in public accounting, industry, and government. Specifically, graduates of the program should:

- Retain the accounting knowledge to pass accounting certification examinations
- Be able to focus on accounting issues and apply theory and principles in developing solutions to problems
- Be capable of employing essential technology in the accounting field
- Be effective, professional communicators regarding accounting issues, with an ability to find and present solutions
- Be aware of professional and ethical issues, knowing how to handle issues faced by accounting professionals

Executive MBA Program Learning Goals

The Louisiana Tech Executive MBA program is an executive education program designed specifically to provide managerial decision-makers with the necessary skill set to be more successful in a competitive business environment. Thus, the curriculum focuses on critical thinking using advanced problem solving skills and leadership development. The specific learning objectives for the program include:

- Graduates will be able to assess ambiguous and complex business problems and identify appropriate solution alternatives.
 - Critical Thinking
 - Synthesis of Interdisciplinary Concepts

- Graduates will be able to persuasively communicate their ideas and decisions to others as leaders within their organizations.
 - Leadership Tools
 - Presentation Skills

Doctor of Business Administration Program (DBA)

The Doctor of Business Administration degree is designed to prepare graduates for careers as effective university researchers and teachers or for senior research positions in business or government. The specific learning goals for the program include:

- Graduates will possess the tools to be proficient researchers and effective advocates of their findings.
 - Relevant Statistical Knowledge
 - Conceptualize and Conduct Original Research
 - Written Communication Skills
 - Oral Communication Skills
- Graduates will be knowledgeable of leading-edge theory and practices in their disciplines.
- Graduates will be proficient in integrating disciplinary or cross-disciplinary knowledge and concepts in solving a research question.
 - Synthesis of Concepts