

INSTRUCTIONAL AIMS

Undergraduate Learning Standards

In order to act according to our core values, uphold our mission, and achieve our vision, we 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.
 - (1) Communication Skills
 - (2) Leadership Tools
 - the ability to critically and creatively evaluate problems and to think strategically.
 - (1) Critical Thinking
 - (2) Creative Problem-Solving
 - (3) Technological Proficiency
 - (4) Research Skills
 - the capacity to exercise judgment that includes ethical considerations in the solutions offered.
 - (1) Ethics
 - (2) Professional Skills
 - (3) 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