

**MAJOR GOALS AND LEARNING OUTCOMES FOR THE B.S. IN BUSINESS
ADMINISTRATION/MANAGEMENT MAJOR, ENTREPRENEURSHIP
SPECIALIZATION PROGRAM**

I. Employ knowledge of the international nature of management.

Student Learning Outcomes:

SLO #1.1: Identify the cultural dimensions that distinguish different countries on work-related attitudes.

SLO #1.2: Analyze how different countries require different strategies.

SLO #1.3: Explain how business practices vary in different countries.

II. Analyze, formulate, and develop methods for implementing strategies in established or entrepreneurial organizations.

Student Learning Outcomes:

SLO #2.1: Apply strategic theories and frameworks to organizations in a global context.

SLO #2.2: Integrate functional areas into strategic business problems from a general management perspective.

III. Apply ethical frameworks and theories in business situations.

Student Learning Outcomes:

SLO #3.1: Apply 4-6 ethical theories to current business situations.

SLO #3.2: Explain the philosophical arguments for and criticisms of 4-6 ethical theories.

IV. Apply leadership theories and competencies in business situations.

Student Learning Outcomes:

SLO #4.1: Describe and apply leadership theories.

SLO #4.2: Analyze the applicability of leadership skills/practices in different situations.

V. Display knowledge of the key elements of the entrepreneurial process including opportunity recognition and evaluation, concept development, resource procurement, and implementation leading to the creation and capture of value.

Student Learning Outcomes:

SLO #5.1: Identify possible sources and characteristics of viable business opportunities.

SLO #5.2: Develop alternative business concepts for pursuing viable opportunities.

SLO #5.3: Identify the types of human, information, and financial resources required for launching and managing a new venture.

SLO #5.4: Identify alternative strategies for capturing the accumulated value of a business venture.

VI. Identify the financial requirements and fund raising processes for starting and growing a new venture.

Student Learning Outcomes:

SLO #6.1: Project the financial requirements associated with launching and growing a new venture

SLO #6.2: Differentiate between the alternative funding sources for a new venture.

SLO #6.3: Analyze the financial sustainability of a new venture.

VII. Employ knowledge of the components of a new venture business plan.

Student Learning Outcomes:

SLO #7.1: Identify the key elements of a business plan for the launch of a new venture.

SLO #7.2: Design a business model to generate revenues and profits associated with the launch of a new venture.