

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

I. Demonstrate 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: Explain how business practices vary in different countries.

II. Demonstrate knowledge of the analysis, formulation and implementation of strategy in established or entrepreneurial organizations.

Student Learning Outcomes:

SLO #2.1: Identify and apply relevant concepts, frameworks, and techniques to identify opportunities and problems of firms competing in a global business context, and formulate and implement appropriate strategies.

SLO #2.2: Identify and apply relevant concepts, frameworks, and techniques to identify and address strategic business issues from a general management perspective, cutting across functional areas.

III. Demonstrate knowledge of ethical frameworks and theories and how to apply them 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. Demonstrate knowledge in the area of leadership.

Student Learning Outcomes:

SLO #4.1: Analyze the applicability of leadership skills/practices in different situations.

SLO #4.2: Describe and apply leadership theories.

V. Demonstrate knowledge of the key elements of the entrepreneurial process related to opportunity recognition.

Student Learning Outcomes:

SLO #5.1: Identify possible sources of new business opportunities.

SLO #5.2: Articulate new business opportunities based on perceived market trends.

VI. Demonstrate knowledge of the key elements of the entrepreneurial process related to opportunity evaluation and business concept development.

Student Learning Outcomes:

SLO #6.1: Identify the key characteristics of a potentially viable business opportunity

SLO #6.2: Design a business model suitable for pursuing a potentially viable business opportunity

SLO #6.3: Articulate underlying assumptions of a business model.

SLO #6.4: Design meaningful experiments to test the underlying assumptions of a business model.

SLO #6.5: Iterate business model based on validated learning

VII. Demonstrate knowledge of the key elements of the entrepreneurial process related to identifying the resource requirements for starting and growing a new venture.

Student Learning Outcomes:

SLO #7.1: Project the resource requirements associated with launching and growing a new venture

SLO #7.2: Differentiate between the alternative funding sources for a new venture.

SLO #7.3: Analyze the financial sustainability of a new venture.