

Business Fundamentals

Program Learning Outcomes

Learning outcomes represent culminating demonstrations of learning and achievement. In addition, learning outcomes are interrelated and cannot be viewed in isolation of one another. As such, they should be viewed as a comprehensive whole. They describe performances that demonstrate that significant integrated learning by graduates of the program has been achieved.

The graduate has reliably demonstrated the ability to

1. Identify factors that have an impact on an organization's business opportunities.
2. Explain the impact of corporate sustainability*, corporate social responsibility and ethics on an organization's business initiatives.
3. Use current technologies to support an organization's business initiatives.
4. Apply basic research skills to support business decision making.
5. Perform basic accounting procedures and financial calculations to support the operations of an organization.
6. Describe marketing and sales concepts used to support the operations of an organization.
7. Develop strategies for ongoing personal and professional development to enhance work performance.
8. Outline the functional areas of a business and their inter-relationships.