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# COLLEGE OF BUSINESS

## Broad-Based Student Learning Goals

- Students will develop the ability to apply business concepts and theories and use analytical and quantitative techniques to solving challenging problems in the business world (academic excellence).
- Students will develop skills in the use of information and communication technologies and be able to communicate effectively regarding business-related information (information technology).
- Students will develop team membership skills and be able to work ethically and responsibly in a diverse environment (team membership skills).
- Students will gain an awareness of global changes affecting the business world and be able to use this knowledge in business decision-making (global awareness).
- Students will update their skill sets constantly, being innovative and a life-time learner (life-long learning).

The College of Business offers five undergraduate business majors. Degrees awarded are a Bachelor of Science in: Accounting-Finance, Healthcare Administration, Management, Marketing, and Sports and Recreation Management. An Associate of Arts in Business is also available to online students.

Graduate business degrees include the Masters in Business Administration with several specialty concentrations and the Master of Science in Accounting.

Students wishing to major in other specific areas such as Entrepreneurship/Small Business may follow the procedures outlined under Student-Designed Majors, and design an appropriate program tailored to their goals through electives, independent studies and internships.

Minors in Accounting, Advertising, Finance, Healthcare Administration, Marketing, Management, Public Relations, and Sports and Recreation Management are available to any student. A minor in Business Administration is offered to non-business majors.

Note: College policy requires that a grade of C– or higher be obtained in the applicable Principles course before upper-level courses may be taken.

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