

## REVISED BCOMM PROGRAM LEARNING GOALS – 2021<sup>1</sup>

**Business Knowledge and Competency** – Graduates both acquire and use business knowledge and professional skills successfully. Students will:

- demonstrate a comprehensive understanding of the functional areas of business.
- effectively integrate and apply business knowledge to assess the opportunities and risks faced by all types of organizations.

**Communication** – Graduates communicate effectively and professionally using a variety of communication modes appropriate to various business contexts. Students will:

- create and deliver appropriate and effective written and oral communications, in-person and through technologically-mediated channels.
- apply a variety of interpersonal skills to effectively communicate with individuals and teams.

**Critical Thinking** – Graduates use an evidence-based approach to critically assess situations and make business decisions. Students will:

- gather and analyze information systematically.
- consider context, bias, validity, and assumptions in the evaluation of evidence.
- assess system effects.
- draw insightful conclusions and/or recommendations.

**Digital Literacy and Fluency** – Graduates leverage current technologies to achieve organizational objectives. Students will:

- use current tools to research, evaluate, and communicate information in a digital environment.
- employ digital technologies to facilitate decision making.

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<sup>1</sup> Approved at Faculty Council on May 21, 2021.

**Entrepreneurial Mindset** – Graduates identify and make the most of opportunities, overcome and learn from setbacks, and succeed in a variety of settings. Students will:

- use creativity and innovation to generate solutions to problems without clearly defined structures.
- demonstrate accountability for learning, success, and failure, through intentional reflection.

**Global Perspective** – Graduates have an expanded and inclusive worldview and intercultural competency. Students will:

- recognize the effects of different economic, political, cultural, social, and technological environments.
- demonstrate openness and appreciation for diversity and the richness of global cultures.
- integrate an intercultural worldview into business practices.

**Social Responsibility and Sustainability** – Graduates have the knowledge and skills to make a positive impact on people, organizations, and the planet. Students will:

- recognize the ethical dimensions of situations.
- consider a broad spectrum of stakeholders in the development of organizations' social responsibilities.
- apply the principles of social responsibility and sustainability to business operations and decision making.