

Department of Political Economy and Commerce

A student who completes the Business Administration major will be able to:

- Create business plans that effectively integrate marketing, management, and finance in order to create value for customers, owners, employees and the communities they serve.
- Interpret and explain data used in the decision-making process to assess tradeoffs among alternatives
- Clearly communicate complex ideas and business strategy through effective oral and written presentations
- Identify the social, legal, and ethical factors involved in business strategy and incorporate these factors into decision making.
- Engage in civil discourse with those who disagree and acknowledge the strengths, weaknesses and risks associated with alternative actions.
- Contribute to the success of a team-based work as a leader, peer, and subordinate.

A student who completes the International Business major will be able to:

- Create business plans that effectively integrate marketing, management, and finance in order to create value for customers, owners, employees in a global context.
- Demonstrate an in-depth understanding of another culture and language outside of your home country or continent.
- Interpret and explain data used in the decision-making process to assess tradeoffs among alternatives
- Clearly communicate complex ideas and business strategy through effective oral and written presentations
- Identify the social, legal, and ethical factors involved in business strategy and incorporate these factors into decision making.
- Engage in civil discourse with those who disagree and acknowledge the strengths, weaknesses and risks associated with alternative actions.
- Contribute to the success of team-based work as a leader, peer, and subordinate.