



# Program Learning Outcomes

## Business Management & Marketing

<i>WDT Core Ability</i>	<i>Program Learning Outcomes</i>
<i>Life Skills</i>	Students will be able to: <ul style="list-style-type: none"> <li>• Demonstrate good judgment in etiquette and ethics in the business environment.</li> </ul>
<i>Analytical Skills</i>	Students will be able to: <ul style="list-style-type: none"> <li>• Analyze key issues in business situations.</li> <li>• Relate effective problem-solving techniques in business problems.</li> </ul>
<i>Communication Skills</i>	Students will be able to: <ul style="list-style-type: none"> <li>• Produce effective business presentations.</li> <li>• Prepare business correspondence including letters and reports.</li> </ul>
<i>Technology Skills</i>	Students will be able to: <ul style="list-style-type: none"> <li>• Integrate technology in performing business functions.</li> </ul>
<i>Teamwork Techniques</i>	Students will be able to: <ul style="list-style-type: none"> <li>• Critique effectiveness of themselves and others when working collaboratively on a business task.</li> </ul>
<i>Social Values</i>	Students will be able to: <ul style="list-style-type: none"> <li>• Develop an awareness of the importance of community as it relates to their career.</li> <li>• Value diversity in the workplace.</li> </ul>
<i>Employability</i>	Students will be able to: <ul style="list-style-type: none"> <li>• Obtain employment in the field utilizing their knowledge in accounting, finance, business law, career development, business communications, entrepreneurship, business information systems, management, and marketing.</li> </ul>

WDT is a public institution of higher learning where students acquire the knowledge, skills, and behaviors necessary for successful employment.