

Program Learning Outcomes Business Management & Marketing

WDT Core Ability	Program Learning Outcomes
	Students will be able to:
	 Demonstrate awareness of ethics, values, perspectives, and
Life Chille	foundational principles when working with customers and
Life Skills	business associates. Students will be able to:
	 Apply appropriate problem solving processes to make informed
	business decisions in the areas of finance, managerial and
Analytic Techniques	marketing decisions.
·	Students will be able to:
	Practice appropriate communication skills across various
	business settings, technology, purposes and audiences in the
Communication Skills	workplace. Students will be able to:
	 Utilize technology in performing business functions using Adobe
	CC, (websites and images) Microsoft Office (spreadsheets and
Technology Skills	documents) and QuickBooks (financial reports).
	Students will be able to:
	 Critique themselves and others when working collaboratively on a business task.
	 Exhibit professional behaviors which include respect for
	colleagues and customers by demonstrating acceptance of
Teamwork Techniques	multiple perspectives.
	Students will be able to:
Social Values	 Develop an awareness of the importance of community and a diverse workforce as it relates to their business career.
Social values	Students will be able to:
	Display aptitude for employment in the business field utilizing
	knowledge gained in accounting, finance, business law,
	business communications, entrepreneurship, technology,
Employability	management, or marketing.