Goal 1. **Business Knowledge and Skills.**

Students will be able to explain and describe how businesses compete and operate in a dynamic environment through various written work including case analysis, projects and exams. These skills include but are not limited to: applying theories, and the use of appropriate analysis in recommendations, appropriate application of business and opportunity analysis and management science as they support decision making in fast-moving, innovation environments; incorporation of appropriate information technology, data products and work processes as they relate to management practice.

Goal 2. **Critical Thinking in Business Situations.**

Students will apply practical and critical thinking skills required for analysis decision making. Students will be able to define and analyze business problems and opportunities, identify relevant data and causes, apply knowledge and create new products, processes and/or systems through written work including case analysis, exams and other assignments.

Goal 3. **Professional Skills.**

Students will apply professional level skills including oral and written communications skills, and quantitative skills to individual and group presentations, written assignments and peer assessments.

Goal 4: **Strategic Transformation Capability Using Data.**

Students will be able to identify opportunities for strategic transformation by exploiting data and analytics.