Management, General Business Option, BA

*Student Learning Outcomes*

*Students will:*

- know the vocabulary of the business disciplines;

- know the purpose and responsibilities of each business function: accounting, finance, human resource management, operations and marketing;

- explain key business concepts in each of the business functions, such as the 4 P’s of marketing, motivation theories, time-value of money and financial statements;

- gather, prepare and analyze information necessary to make rational business decisions;

- demonstrate judgment, communication skill and quantitative techniques necessary to solve typical business problems.