

EKU School of Business

Student Learning Goals/Competencies

Overview of the Updating Process

Purpose of Updating: Updating the learning goals provides a refreshed and clear direction for students, faculty, and stakeholders to achieve the School of Business mission. Additionally, employers are seeking graduates who can articulate their competencies. Therefore, updated goals/competencies are to be presented and implemented in a manner that is effective for students to track, evaluate, and communicate success in building throughout their EKU Business Program.

Updating Process:



Linking of University Goals to Current and Drafted School of Business Learning Goals/Competencies

University – Institutional Competencies (Across the curriculum – Reported to SACS) <i>Wording and Measures Determined by Programs</i>	Current School of Business Competencies (Business Core – Reported to AACSB,2018)	Drafted School of Business Competencies
Core Knowledge	<p style="text-align: center;">Understand business essentials</p> <p>Demonstrate a comprehensive foundation of global business principles, methods, issues, and technologies.</p>	<p style="text-align: center;">Functions of Business</p> <p>Demonstrate knowledge base and acumen in the functional areas of business and incorporate an interdisciplinary approach.</p>
Critical Thinking	<p>Demonstrate knowledge of diversity issues</p>	<p style="text-align: center;">Sustainable Innovation</p> <p>Apply analytical, critical, and creative thinking in decision-making to design sustainable innovation.</p>
Critical Reading	<p style="text-align: center;">Perform analysis and make effective decisions</p> <p>Effectively evaluate, infer, and conclude Critically review, distinguish, and organize business information</p>	<p style="text-align: center;">System Thinking</p> <p>Recognize the impact of macro-environment factors and trends.</p>
Communication	<p>Describe and create/produce</p>	<p style="text-align: center;">Interactive Communication</p> <p>Communicate effectively and interactively with consideration of message, audience, and delivery.</p>
**If University adds Diversity, Equity, and Inclusion – It would be included in Interactive Communication and Authentic Professional Brand.	<p style="text-align: center;">Communicate Effectively</p> <p>Write effectively Deliver effective oral presentations</p>	<p style="text-align: center;">Authentic Professional Brand</p> <p>Achieve an authentic professional brand through self-development and the cultivation of emotional intelligence.</p>
Program Specific Goals	<p style="text-align: center;">Think/act as a good corporate citizen</p> <p>Make ethically sound decisions</p> <p>Work collaboratively in group/teams</p>	

Throughout a degree program, students will build competencies across the following areas:

Please note: This is just a draft, all graphics need the help of a graphic designer.



Systems Thinking

Recognize the impact of macro-environment factors and trends.



Sustainable Innovation

Apply analytical, critical, and creative thinking in decision-making to design sustainable innovation.



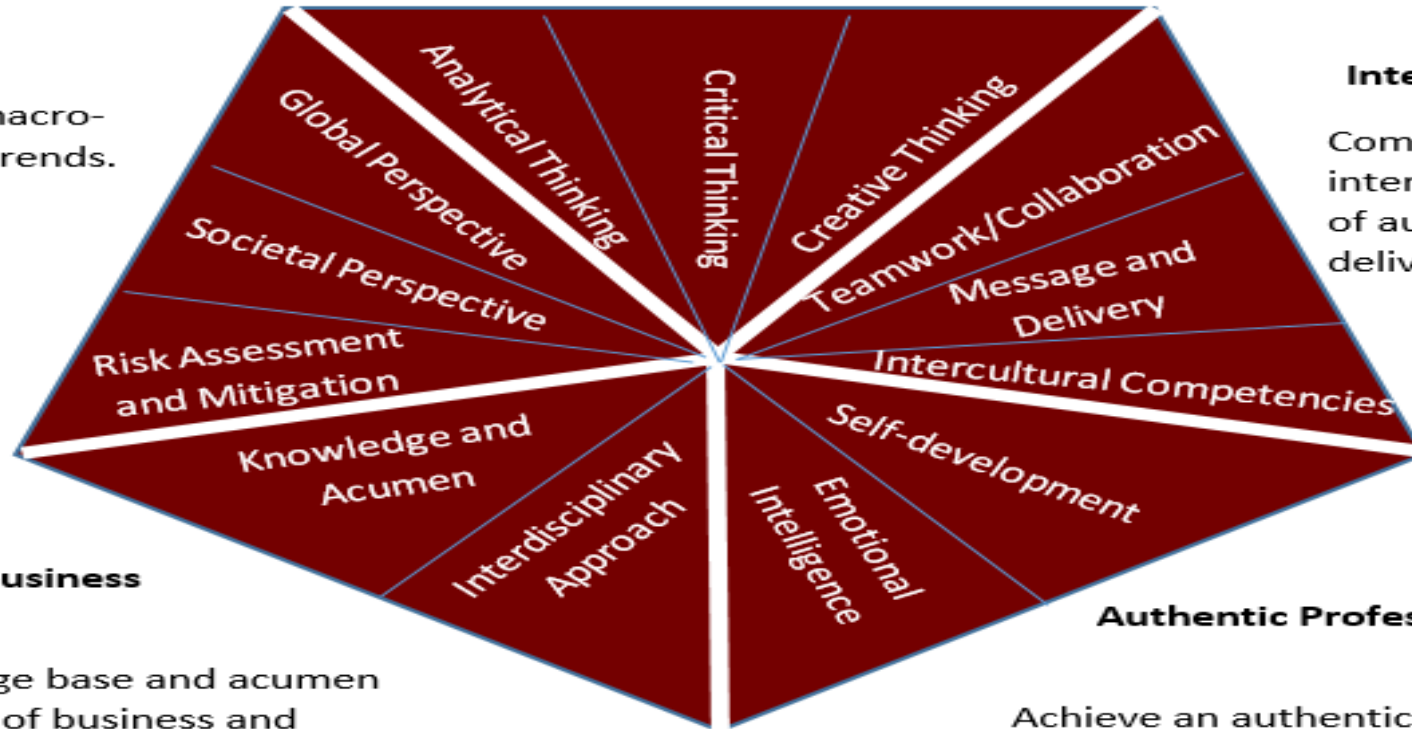
Interactive Communication

Communicate effectively and interactively with consideration of audience, message, and delivery.



Functions of Business

Demonstrate knowledge base and acumen in the functional areas of business and incorporate an interdisciplinary approach.



Authentic Professional Brand

Achieve an authentic professional brand through self-development and the cultivation of emotional intelligence.

