

## **Undergraduate Program Missions and Learning Outcomes Professional Studies Division**

### **Program Mission for Undergraduate Business Majors (Accounting, Business Administration)**

Our mission in providing undergraduate business programs at Chaminade is to prepare students to enter careers in industry, government, and not-for-profit organizations and to provide businesses in Hawaii with competent employees who are able to contribute to their organization's success and to the community good.

In the business majors, students develop their ability to work with others effectively in professional settings and become skilled in using technology and information resources to make organizationally sound, socially responsible decisions at work. Business students gain an understanding of the functions that make organizations run effectively (accounting, finance, marketing), as well as the composition (structure and culture) and processes (operations and strategic management) of organizations that facilitate their success. Students broaden their awareness of the economic, social, and political issues that impact how business is conducted. And student prepare for careers in business generally, or in the field of accounting, depending on choice of major.

### **Program Learning Outcomes Common to both Business Majors**

In completing a one of the business majors, a graduating student will have demonstrated the following competencies:

- 1) Written and oral communication abilities appropriate to business-related tasks.
- 2) The ability to select and use appropriate quantitative tools, including statistics and management science, for decision-making.
- 3) An understanding of tasks associated with career selection, entry, and management.
- 4) An understanding of the functional areas of business, including central theories, modes of analysis, tasks, and strategies.
- 5) The ability to use integrative and reflective thinking to assess and create business strategy appropriate for organizations in specified business environments.

- 6) An understanding of legal obligations of organizations and the ethical dilemmas faced by businesses, along with appropriate frameworks for addressing these dilemmas.
- 7) An understanding of information technology as it influences organizational processes and system tasks, and the ability to use information technology to address functional business tasks.
- 8) An understanding of domestic and global economic environments and their influence on firm-level organizational decision-making and operations.
- 9) An understanding of individual and group dynamics in organizations.

### **Additional Program Learning Outcomes for Business Administration Majors**

In completing the major in business administration, a graduating student will have demonstrated the following competencies:

- 10) An understanding of the management of business operations, including product and process design, facilities layout, supply chain management, and quality control.
- 11) An understanding of the distinctive features and challenges of conducting business internationally.

### **Additional Program Learning Outcomes for Accounting Majors\***

In completing the major in accounting, a graduating student will have demonstrated the following competencies:

- 12) An understanding of the legal and ethical responsibilities of professional accountants.
- 13) An understanding of the concepts, methods, and processes of control that provide for the accuracy and integrity of financial data and the safeguarding of business assets.
- 14) An understanding of the concepts of taxation and the impact of taxation on the financial and managerial decisions of business entities.
- 15) An understanding of the concepts, principles, and procedures of auditing and attestation services.

- 16) An understanding of Generally Accepted Accounting Principles and their application to business situations.
- 17) An understanding of the preparation, interpretation, evaluation, and use of financial information for business decision making.

### **Linkages between Business Coursework and Program Learning Outcomes**

<b>Courses for All Business Majors</b>	<b>Program Learning Outcomes Given Focus</b>
BU 200 Introduction to Business	3, 4, 6, 8, 9
BU 224 Applied Business Statistics	2
AC 201 Principles of Accounting I	4
AC 202 Principles of Accounting II	4
EC 201 Principles of Macroeconomics	8
EC 202 Principles of Microeconomics	8
FIN 301 Principles of Finance	4
MKT 301 Principles of Marketing	4
MGT 305 Management of Information Resources	7
MGT 306 Human Resource Management	4, 9
BU 308 Professional Writing and Presentation	1
BU 324 Quantitative Methods in Business	2
BU 362 Legal and Ethical Issues in Business	6
BU 416 Career Development	3
BU 469 Business Strategy	5
BU 470 Senior Field Project	5

**Additional Coursework for Accounting Majors**

AC 301 Intermediate Accounting I	12, 13, 16, 17
AC 302 Intermediate Accounting II	12, 13, 16, 17
AC 303 Managerial Accounting	12, 13, 16, 17
AC 306 Tax Concepts	14
AC 404 Auditing	15
AC 408 Governmental Accounting	12, 13, 16, 17

**Additional Coursework for Business Administration Majors**

BU 402 International Business	11
MGT 407 Operations Management	10

## **Program Mission for Undergraduate Management Majors (AUP Offering Only)**

Our mission in providing the undergraduate management program at Chaminade is to prepare students to succeed in management careers in industry, government, and not-for-profit organizations and to provide businesses in Hawaii with competent employees who are able to contribute to their organization's success and to the social good.

In the management major, students develop their ability to work with others effectively in professional settings and become skilled in using technology and information resources to make organizationally sound, socially responsible decisions at work. Management students gain an understanding of how organizational design (structures and culture), human resource management systems, and leader behavior influence the effectiveness of individuals, groups, and systems at work. Students broaden their awareness of the economic, social, and political issues that impact management decision making.

## **Program Learning Outcomes for Management Majors**

In completing a major in management, a graduating student will have demonstrated the following competencies:

- 1) An understanding of the functional areas of business, including central concepts and tasks.
- 2) Written and oral communication abilities appropriate to management-related tasks.
- 3) An understanding of and the ability to use statistics for decision-making related to specified organizational situations.
- 4) An understanding of legal obligations of organizations and the ethical dilemmas faced by managers, along with appropriate frameworks for addressing these dilemmas.
- 5) An understanding of information technology as it influences organizational processes and system tasks. Demonstrate the ability to use information technology to address specified management tasks.
- 6) An understanding of domestic and global economic environments and their influence on firm-level decision-making.

- 7) An understanding of individual and group dynamics in organizations and the management and leadership processes employed for enhancing individual and team effectiveness.
- 8) An understanding of the principles of organizational design and the variables addressed in effective organizational composition, as well as the ability to select designs appropriate for enacting specified organizational strategies.ra
- 9) An understanding of human resource management practices for enhancing the acquisition and productivity of organizational members and the ability to select appropriate HR practices for implementing specified organizational strategies.
- 10) An understanding of the processes and technology employed in project management and the ability to develop project plans appropriate for accomplishing specified strategic goals in identified business environments.

### **Linkages between Management Coursework and Program Learning Outcomes**

<b>Courses for Management Majors</b>	<b>Program Learning Outcomes Given Focus</b>
BU 200 Introduction to Business	1, 4, 6, 7, 9
BU 224 Applied Business Statistics	3
AC 201 Principles of Accounting I	1
AC 202 Principles of Accounting II	1
EC 201 Principles of Macroeconomics	6
EC 202 Principles of Microeconomics	6
MGT 301 Organizational Behavior	7
MGT 305 Management of Information Resources	5
MGT 306 Human Resource Management	1, 9
MGT 311 Organizational Design	8
MGT 312 Organizational Leadership	7
BU 308 Professional Writing and Presentation	2

BU 362 Legal and Ethical Issues in Business	4
MGT 420 Team Building & Process Management	7
MGT 421 Negotiation & Conflict Resolution	7
MGT 422 Professional Development	7
MGT 425 Strategic Project Management	10

## **Program Mission for Undergraduate Communication Majors**

We live in the “Age of Information” and careers in communication are in demand. The Chaminade Communication program offers a well-balanced, multifaceted, liberal arts-based curriculum to help students achieve their personal and professional goals. Our mission is to prepare students for effective communication in social, cultural and interpersonal settings as well as for careers in marketing and media professions, or for further study. The communication program, leading to a Bachelor of Arts degree, offers two areas of focus: mass media and integrated marketing.

The Mass Media track provides students a course of study to develop skills useful in print or broadcast journalism, publication design, and audio and video production. Students acquire both the technical skills and professional perspective needed to begin a media career.

The Integrated Marketing track gives students the knowledge required to understand the marketing function in organizations and cultivates students’ ability to bring an analytical, customer-focused perspective to addressing marketing tasks. Students also learn to use the tools and practices implemented by successful marketers.

Curricula for either track are delivered in a manner consistent with the broader mission of the University and in keeping with the Marianist educational values.

## **Program Learning Outcomes for Communication Majors**

In completing a major in communication, a graduating student will have demonstrated the following competencies:

- 1) An understanding of and the ability to apply the principles of law and freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- 2) An understanding of the history and role of professionals and institutions in shaping communication.
- 3) An understanding of the diversity of groups in a global society in relationship to communication to target audiences.
- 4) An understanding of concepts, theories and applications in the use and presentation of images and information.
- 5) An understanding of professional ethical principles and the ability to work ethically in pursuit truth, accuracy, fairness, and diversity.
- 6) The ability to evaluate research by methods appropriate to the communication professions for which they are preparing.

7) The ability to write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve.

8) The ability to critically evaluate and edit their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

9) The ability to apply tools and technologies appropriate for the communication professions in which they work.

10) An understanding of the processes of client and media relations.

Students who have completed the integrated marketing track will have demonstrated the following additional competencies:

11) An understanding of how to use and evaluate research methods employed for understanding diverse consumer groups in a global society.

12) An understanding of the concepts, theories and tools of marketing and strategic marketing decision making.

13) An understanding of the tools of integrated marketing communication and the ability to use them to address specified marketing objectives.

### **Linkages between Communication Coursework and Program Learning Outcomes**

<b>Courses for Communication Majors</b>	<b>Program Learning Outcomes Given Focus</b>
COM 200 Introduction to Mass Communication	2
COM 250/L Introduction to Video Production	4
COM 274 Writing for Mass Communication	7, 8
COM 320 Professional Presentations	3
COM 333 Media Law and Ethics	1, 5
COM 350/L Studio Video Production	4, 9
COM 370 News Writing	5, 7, 8

COM 371/L Communication Practicum	6, 8, 4, 9
COM 375 Public Relations	3, 10
COM 378 Graphic and Publication Design	4, 9
COM 387 Internship	2, 5, 9

**Mass Media Track**

COM 330 Video Production	4, 9
COM 430 Advanced Video Production	4, 9
COM 450/L Advanced Studio Video Production	4, 9
COM 471/L Communication Practicum	6, 8, 4, 9

**Integrated Marketing Track**

MKT 301 Principles of Marketing	12
COM 431 Integrated Marketing Communications	10, 13
COM 437/L Consumer Research	6, 11
COM 440 Marketing Strategy	12
COM 476/L Integrated Campaigns	12, 13



