

## **SBM Learning Goals and Objectives**

**1. Goal:** Graduates will be critical and creative thinkers who make effective decisions supported by analytical and quantitative techniques.

**Objectives:** Graduates will:

- Analyze the core issues and weigh the significance of key assumptions used in business decision-making scenarios.
- Solve business problems using appropriate quantitative and analytical techniques.
- Approach business problems from alternative perspectives and consider unconventional concepts and solutions.
- Defend reasoned solutions to business problems.

**2. Goal:** Graduates will be effective communicators in oral and written English and Chinese for general business applications.

**Objectives:** Graduates will:

- Produce professional quality business documents in English and Chinese.
- Deliver a professional quality presentation in English and Chinese.
- Communicate ideas persuasively to inform and convince others.

**3. Goal:** Graduates will have broad understanding of the core business functions and integrate these functions to solve business problems.

**Objectives:** Graduates will:

- Articulate contributions made by functional areas to the overall well-being of an organization.
- Decide how one functional area impacts another.
- Identify the key functional areas that are involved in specific business problems and explain if and how they are interrelated.
- Connect different functional areas to formulate integrated solutions.

**4. Goal:** Graduates will have in-depth grasp of their area of business concentration or major.

**Objectives:** Graduates will:

- Demonstrate substantial knowledge and understanding of their area of concentration.
- Apply discipline-based frameworks and tools to resolve business problems in their areas of concentration.
- Conduct or interpret business research in their area of concentration.

## **SBM Learning Goals and Objectives**

**5. Goal:** Graduates will be effective team members and leaders.

**Objectives:** Graduates will:

- Demonstrate an understanding of team dynamics and the various roles played within the team.
- Contribute to the successful and timely completion of a group project in line with their roles in teams.
- Collaborate positively by actively seeking and engaging in discussion of the views of others while showing sensitivity to opposing views.
- Demonstrate the ability to lead a team to success.

**6. Goal:** Graduates will be effective in multi-cultural and international settings.

**Objectives:** Graduates will:

- Demonstrate a global outlook and an understanding of cultural diversity, as evidenced by an understanding of globalization, the dimensions along which cultures vary and the implications of both for business.
- Implement appropriate processes and behaviors for different cultural settings and audiences.

**7. Goal:** Graduates will be effective users of information technology in business applications.

**Objectives:** Graduates will:

- Demonstrate proficiency in using IT applications in business and management.
- Locate, gather, and organize information using appropriate information technology and systems.

**8. Goal:** Graduates will understand their professional and ethical responsibility.

**Objectives:** Graduates will:

- Explain the role played by managers in ensuring the integrity of the firm and maintaining appropriate levels of social responsibility.
- Identify the activities/issues in their chosen profession that may present ethical challenges, and will articulate the consequences associated with unethical behavior.
- Identify an ethical dilemma in a scenario case of business and management and apply an ethics model or framework to propose and defend a resolution.

**9. Goal:** Graduates will be life-long learners who have an inquiring mind characterized by a love for learning, curiosity, a critical spirit and self-monitoring of their own learning.

**Objectives:** Graduates will:

- Articulate personal skills and abilities acknowledging personal strengths and weaknesses
- Set personal and professional goals, develop plans to achieve these, monitor their implementation and seek feedback from others in assessing achievement of these goals
- Identify areas of further learning to improve performance in achieving current tasks and future goals.