

Robert H. Smith School of Business (BMGT)

Bachelor's - Accounting

Students will demonstrate the ability to read and interpret basic financial statements, apply accounting information to a variety of business management decisions (such as budgeting, product line change, capital budgeting, product costing, and budget variance analysis), and apply current accounting standards to determine how business transactions should be recorded in a firm's accounts. They will demonstrate critical reasoning and written communication skills through the individual analysis and write-up of a business case. Students will demonstrate their oral communication skills by presentations to their class. Students will demonstrate their abilities to work effectively with other members of a team in the preparation of a group project. They will demonstrate leadership skills by taking the lead on preparation for class presentations and group projects, and when possible leading class discussions.

Bachelor's - Finance

Students will be able to demonstrate a clear understanding of important concepts in the core business disciplines and in the specific field of finance. Students will demonstrate knowledge of the various areas within finance, which may include financial analysis and management, investment analysis and portfolio management, investment banking, banking, regulation and international finance. Students will demonstrate the necessary quantitative skills to apply finance theory and its practical applications. Students will demonstrate critical reasoning and written and oral communication skills through written reports and presentation.

Bachelor's - Management

Students will be able to demonstrate a clear understanding of important concepts in the core business disciplines and in the specific field of Management. Students will be provided the tools to develop their knowledge and expertise in order to manage complex, established enterprises or guide start-up ventures in their formative years. Students will demonstrate critical reasoning and written communication skills through the individual analysis and write-up of a business case. Students will demonstrate their oral communication skills by presenting an analysis of a business case to their class. Students will demonstrate their abilities to lead by initiating a class discussion on a business case. Students will demonstrate their abilities to work effectively with other members of a team in the preparation of a group project and through the use of interactive team simulations.

Bachelor's - Operations Management and Business Analytics

Students will be able to select and justify the best solution option(s) for a given management problem. Students will demonstrate the ability to classify the sources of uncertainty within a process and apply operations management approaches to manage uncertainty so as to minimize waste and improve efficiency. Students will describe and effectively use advanced data modeling techniques to predict and infer from real-world data sets in a project report. Students will apply the elements of critical thinking and written communication skills through the individual analysis and write-up of a business analytics paper. Students will evaluate how diversity, equity, and inclusion increase productivity and innovation within a given business in an individual essay. Students will demonstrate their oral communication skills by presenting an analysis of a business case to their class.

Bachelor's - Marketing

Students will demonstrate a clear understanding of important concepts in the core business disciplines and in the specific field of Marketing. Students will demonstrate analytical and critical thinking skills by applying a decision-focused framework to solve a variety of business cases. Students will demonstrate their ability to apply strategic marketing principles by participating in a competitive, team-based computer simulation game. Students will demonstrate their ability to work effectively with their peers by playing the game and preparing a team report and oral presentation. Students will demonstrate individual written and oral business communication skills and leadership by writing papers, participating in class discussions, and presenting to the class.

Bachelor's - International Business

The International Business major is designed to prepare students for success in an increasingly global economy. This preparation includes knowledge of the theories and practice of international trade and investment, the roles of multilateral institutions and regional trade blocs, the workings of the global financial and foreign exchange markets, and the excitement and the challenge of working internationally – dealing with cross-national differences arising from political, economic, legal, ethical, and cultural differences between nations. More specifically, students learn strategies for managing business in foreign markets, including international marketing, international finance, and international logistics and transportation management. Students will demonstrate their oral communication skills by presenting an analysis of a business case to their class. Students will demonstrate their leadership skills by leading a class discussion on a business case. Students will demonstrate their abilities to work effectively with other members of a team in the preparation of a group project.

Bachelor's - Information Systems

Students will be able to demonstrate a clear understanding of important concepts in the core business disciplines and in the specific fields of Information Systems. Students (working in teams) will demonstrate critical reasoning and written communication skills through field information systems projects that involves analysis of problems in the current systems and recommending solutions. Students will demonstrate their oral communication skills by presenting an analysis of a business case to their class. Students will demonstrate their leadership skills by leading a class discussion on a business case. Students will demonstrate their abilities to work effectively with other members of a team in the preparation of a group project.

Bachelor's - Supply Chain Management

Students will be able to demonstrate a clear understanding of important concepts in the core business disciplines and in the specific fields of logistics, transportation, and supply chain management. Students will demonstrate critical reasoning and written communication skills through the individual analysis and write-up of a business case. Students will demonstrate their oral communication skills by presenting an analysis of a business case to their class. Students will demonstrate their leadership skills by leading a class