

## Program Goals

### Accounting & Finance

- How companies account for their dollars and allocate resources
- Considerations for planning and managing personal finances

### Organizational Strategies

- How an organization grows its business and
- Why some organizations are more successful than others (case studies?)
- Entrepreneurship

### Economics

- Basic understanding of competition and market forces
- Business cycles
- Monetary policies

### Management Information Systems

- How organizations manage information for effective decision making (case studies?)

### Management/Organizational Behavior

- How manager and personnel interactions impact organizational success

### Marketing

- How organizations create awareness of and demand for their products/services

### Operations & Supply Management

- How organizations manage activities for creation and delivery of good/services

### The Human Resources Function

- How organizations deal with people and issues related to people, such as compensation, hiring, performance management, and training

### Technology - Software Skills

- The key software capabilities desired by employers today

### Business Ethics

- Moral or ethical questions and problems that may arise in the conduct of business.

### Personal Business Skills & Attributes

- Business research
- Resumes, interviews, and networking
- Etiquette

### Creating a Business Plan