Business Major

The Business major builds on unique strengths of Brandeis University. Its combination of studies in Business and in Liberal Arts is distinctive and offers a broad foundation for graduates entering the job market as well as those pursuing further studies in business.

Louis Brandeis was among the first to define business as a profession worthy of pursuit. Before his appointment to the Supreme Court, Brandeis practiced commercial law. He was fascinated both by the way business worked and the impact it had on society. While the business world of his day differed in many respects from that of our own, many of his insights still have the ability to open up new perspectives and stimulate debate.

The program of study of the Business major is rooted in the liberal arts and encourages critical thinking and analysis both in core business courses and in electives. The curriculum offers multiple paths for students to develop connections between their business studies and the "non-financial" measures of success they value – from concerns with global society and sustainability to innovation in science and art.

Five learning goals of the major:

1. **Fundamental Concepts:** Students will understand the fundamental concepts of business.
2. **Business Disciplines:** Students will have knowledge of key paradigms in core business disciplines.
3. **Analytical Skills:** Students will possess the quantitative, analytical, and critical thinking skills to evaluate businesses and the environment in which they operate.
4. **Communications Skills:** Students will have competence in a range of essential business communications skills.
5. **Ethical Awareness:** Students will be aware of the ethical, societal, and environmental implications of business decisions.

See p.2 for specifics on these goals, how they correspond to the learning goals of the university, and where we may test for them.

Each year, we will test 3 of the five learning goals of the major, selecting one course for each tested goal. When appropriate, we will test in more than one section of a course.

In our first year, we will test goals 2 (in BUS 60a), 3 (in BUS 6a), and 5 (in BUS 10a).
<table>
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<tr>
<th>LEARNING GOAL</th>
<th>CORRESPONDING BRANDEIS LEARNING GOAL</th>
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<th>COURSES IN WHICH WE MAY TEST GOALS</th>
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| 1. **Fundamental Concepts**: Students will understand the fundamental concepts of business. | **KNOWLEDGE** | a) Ability to use the language of business and management.  
b) Ability to describe the structure of a business and its component parts.  
c) Ability to describe the major factors influencing business formation and operations. | BUS 10a |
| 2. **Business Disciplines**: Students will have knowledge of key paradigms in core business disciplines. | **KNOWLEDGE** | a) Knowledge of key principles in finance, organizational behavior, and marketing.  
b) Ability to apply appropriate frameworks to problem-solving in those areas. | BUS 20a  
BUS 60a  
BUS 71a |
| 3. **Analytical Skills**: Students will possess the quantitative, analytical, and critical thinking skills to evaluate businesses and the environment in which they operate. | **CORE SKILLS** | a) Ability to prepare and interpret basic financial statements.  
b) Ability to use analytical techniques to assess the financial well-being of a business.  
c) Ability to use business school case studies to understand a management or industry issue. | BUS 6a  
BUS 10a  
BUS 60a  
BUS 71a |
| 4. **Communications Skills**: Students will have competence in a range of essential business communications skills. | **CORE SKILLS** | a) Ability to give a persuasive business presentation.  
b) Ability to write a convincing business memo.  
c) Ability to effectively advocate an idea. | BUS 10a  
BUS 20a  
BUS 60a |
| 5. **Ethical Awareness**: Students will be aware of the ethical, societal, and environmental implications of business decisions. | **SOCIAL JUSTICE** | a) Ability to identify the ethical, societal, or environmental aspects of a business situation.  
b) Ability to evaluate these factors when making business decisions. | BUS 6a  
BUS 10a  
BUS 20a  
BUS 60a  
BUS 71a |