<table>
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<th>LEARNING GOAL</th>
<th>CORRESPONDING BRANDEIS LEARNING GOAL</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, marketing, and operations management  
b) Ability to apply appropriate frameworks to problem-solving in those areas. | BUS 71a  
BUS 120a  
BUS 152a  
BUS 172a |
| 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 1b  
BUS 6a  
BUS 10a  
BUS 71a  
BUS 152a  
BUS 172a |
| 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 1b  
BUS 10a  
BUS 120a  
BUS 152a  
BUS 172a |
| 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 71a  
BUS 120a  
BUS 152a  
BUS 172a |