* **Ethics:** Students will be able to understand the importance of behaving ethically in their professional lives. Students will demonstrate attainment of this goal by being able to:
  + recognize an ethical dilemma
  + identify alternative ways of behaving in various situations
  + recognize the relevance of environmental issues in business decisions
  + recognize the importance of integrating Jewish ethical precepts in their decisons
* **Global Perspective:** Graduates will be able know, understand, and appreciate global perspectives multi-cultural business models, environments, and strategies. Students will demonstrate attainment of this goal by being able to:
  + know key components of countries’ business environments
* identify foreign market potential for a product
* develop effective foreign and domestic cross-cultural marketing and/or human recourse strategies
* recognize cross-cultural communication issues and appropriate solutions
* **Information Systems and Technology:** Graduates will be able to understand the impact of opportunities offered by information technology in business. Students will demonstrate attainment of this goal by being able to:
* identify the role of technology in the business environment
* understand technology as a marginal resource
* identify human factors in technology
* understand the impact of technology on organizations, and economics of technology
* understand the various information technologies and how firms use them to achieve various goals.
* use Microsoft Excel and Access, to a level of effectiveness that is consistent with a standard business environment.
* **Communication skills:** Graduates will be able to effectively communicate, both orally and in writing, business-related problems, models, strategies, data, and recommendations. Students will demonstrate attainment of this goal by being able to:
  + clearly explain the situation, and/or define the problem both orally and in writing
  + effectively present data in an organized manner both orally and in writing
  + present logical arguments concise written and oral presentations
  + engage in effective interpersonal communication in a variety of settings
* **Critical thinking:** Graduates will be able to critically evaluate business-related problems, models, strategies, and data. Students will demonstrate attainment of this goal by being able to:
  + analyze a situation and the various factors contributing to it, or affecting it
  + compare feasible alternative solutions
  + evaluate alternative solutions based on quantitative and qualitative analyses
  + identify and justify the ‘best’ solution
* **Functional knowledge and skills within a discipline and integration across major business disciplines:** Graduates will be able to synthesize functional area business knowledge and related functional area skills both within and across disciplines. Students will demonstrate attainment of this goal by being able to:
  + understand the general framework of the business enterprise
  + identify the theory//analytical framework of the relevant discipline
  + apply appropriate tools, techniques, and data sources to analyze business situations and make informed recommendations
* **Jewish Thought & Reasoning:** Students will be able to critically evaluate the core contemporary issues that will face them as Modern Orthodox Jews in their personal, professional and communal lives. Students will demonstrate attainment of this goal by being able to:
* Identify why and how these issues are relevant to them
* Critically analyze relevant primary sources and secondary articles, both Jewish and general
* Apply Jewish and general ethical principles to central issues facing their community
* Present their own informed personal perspectives on these issues