

College/School: Sy Syms

Program/Major: Undergraduate Business

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1. Please type or paste your program's/major's mission statement into the space below.

To be the business school appropriate to Yeshiva University, a university with a unique mission of Torah Umadda that emphasizes quality teaching and research, highly respected by students, parents, alumni and our academic colleagues.

We shall:

- Offer quality undergraduate programs that equip students for meaningful and challenging careers
- Offer competitive graduate and executive programs, complementing other programs at YU, to a wide student population
- Assure that our programs have a clear ethical basis and a global orientation
- Inculcate Jewish values in our courses and programs
- Embrace alumni and the business community and involve them in our programs
- Conduct research that addresses issues that matter and make meaningful contributions to practice and theory

Please list below each of your program's/major's goals and corresponding student learning objectives (SLOs).

- **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 decisions

- **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