

## Learning Outcomes

LO	Description
LO 1a	LO 1a Describe the diverse understandings of markets, organizations, stakeholders and the role of business in society, locally and globally.
LO 1b	LO 1b Explain how key management functions and processes address the opportunities and challenges of the global business environment.
LO 1c	LO 1c Integrate and apply the functional areas of business into the strategic management process to support principal organizational objectives.
LO 2a	LO 2a Explain and apply finance concepts and tools in order to solve financial problems.
LO 2b	LO 2b Analyze and evaluate financial and management accounting information that is relevant for business decision-making.
LO 2c	LO 2c Assess economic conditions and trends in the global environment by applying microeconomic and macroeconomic concepts and frameworks to business situations.
LO 2d	LO 2d Identify and apply the theories and processes of human resources management to support organizational strategies and effectiveness.
LO 2e	LO 2e Define and apply rules and principles of the Canadian legal and regulatory system related to the sound operation of business.
LO 2f	LO 2f Apply marketing theory and analytics in the context of a dynamic business environment to create customer value and contribute to organizational success.
LO 2g	LO 2g Explain key concepts and theories of innovation and entrepreneurship and the stages in launching and growing a business.
LO 3a	LO 3a Reason mathematically by analyzing numerical data in business situations.
LO 3b	LO 3b Model, analyze and solve business problems quantitatively.
LO 4a	LO 4a Critically evaluate multi-dimensional business problems by applying appropriate decision-making techniques.
LO 5a	LO 5a Demonstrate proficiency in the use of written English and designated citation styles by producing audience-appropriate business documents in a variety of formats.

LO 5b	LO 5b Deliver oral presentations to diverse audiences using relevant support technology.
LO 5c	LO 5c Use interpersonal communication skills and strategies to provide constructive feedback, demonstrate active listening, and resolve conflicts.
LO 6a	LO 6a Contribute, collaborate and work effectively with team members to accomplish goals.
LO 6b	LO 6b Apply leadership concepts to personal leadership potential through awareness of one's strengths, limitations and values.
LO 7a	LO 7a Utilize IT skills, knowledge, and tools to support business strategies, and enable business processes.
LO 8a	LO 8a Make and justify decisions by engaging in ethical reasoning to assess complex business issues.
LO 8b	LO 8b Identify ideas and solutions to sustainability challenges in a global business and societal context, according to the Brundtland UN report (1987).
LO 9a	LO 9a Demonstrate an entrepreneurial orientation by working proactively and independently to promote innovation within an organization and/or across sectors.
ENT1	ENT1- Explain and apply theories of innovation, entrepreneurship, entrepreneurs and small business
ENT2	ENT2- Apply current innovation and entrepreneurship methods and tools such as: Business models, lean start-up, agile methods and design thinking
ENT3	ENT3- Create innovative ideas to respond to identified problems
ENT4	ENT4- Identify, analyse and evaluate business opportunities
ENT5	ENT5- Plan, design and test elements of business solutions
ENT6	ENT6- Identify and leverage existing and new resources to develop start-ups
ENT7	ENT7- Use entrepreneurial selling methods to persuade stakeholders, including: customers, partners, investors, etc
ENT8	ENT8- Demonstrate proactive, self driven and resilient behaviour
ENT9	ENT9- Self-assess, reflect and plan personal activities
ENT10	ENT10- Develop networks and contacts to support entrepreneurship projects
ENT11	ENT11- Adapt to learning experiences, challenges, changing circumstances and an uncertain environment

