

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.
LB 1	LB1 Define and apply the rules and principles of the Canadian legal system (related to the operation of business) including regulatory law and private law
LB 2	LB 2 Evaluate and critically analyze how statutes, regulations and court decisions affect and structure business activity:
LB 2a	LB 2a Explain how laws evolve and are reformed to address changing business circumstances
LB 2b	LB 2b Describe and critically assess the interrelationship between business activities, innovation and the law
LB 3	LB 3 Explain and evaluate the complex interaction of social and environmental issues with law and business:
LB 3a	LB 3a Describe and evaluate how law can address emerging social and environmental issues relevant to businesses and the limits of law in this regard
LB 3b	LB 3b Employ legal techniques in a business context to minimize social and environmental harm and to optimize opportunities for social and environmental gains
LB 4	LB 4 Analyze and evaluate solutions to business situations and risk management issues by applying ethics, critical thinking, and legal principles, concepts and approaches:
LB 4a	LB 4a Explain the basic elements of legal risk management and compliance
	LB 4b Identify and analyze the ethical and legal implications of business situations to determine courses of

LB 4b	action
LB 4c	LB 4c Evaluate and create solutions to business situations by applying ethics, critical thinking, and legal principles, concepts and approaches
LB 5	LB 5 Locate and use legal sources and communicate findings for a business audience:
LB 5a	LB 5a Conduct basic legal research to find relevant court decisions, statutes and regulations
LB 5b	LB 5b Identify and summarize key points contained in legal materials
LB 5c	LB 5c Communicate key points contained in legal materials to a business audience, clearly and concisely