STUDENT LEARNING OUTCOMES
College of Business and Information Systems

Undergraduate Programs - Bachelor

B.B.A. Accounting

Upon completion of the B.B.A. degree in Accounting, students will:

• be able to demonstrate effective, compelling, and logical oral communication in business environments.

• be able to demonstrate effective, logical writing in business communications.

• be able to utilize quantitative, technology-supported approaches to analyze business issues.

• be able to work and communicate as a team to research and analyze external and internal factors to make informed business decisions.

• be able to integrate the principles of ethics and social responsibility in business decision-making.

• be able to identify the complexity of business operations in a global environment.

• be able to prepare a basic set of financial statements for stakeholders and shareholders using Generally Accepted Accounting Principles and in accordance with the professional rules of conduct and professional ethics established by the Financial Accounting Standard Board.

• be able to analyze and interpret selected financial statements.

• be able to demonstrate an understanding of the assignment of direct and indirect costs to a product, department, product line or service.

B.B.Ed. Business Education

Upon completion of the B.S.Ed. degree in Business Education, students will:

• be able to demonstrate a deep understanding of content and pedagogy knowledge.

• be able to demonstrate instructional design principles by planning and preparing effective lessons and learning activities for all learners.
• be able to engage students by delivery of effective lessons and learning activities, and ensure assessment is fully aligned with the instructional outcomes in both content and process.

• be able to create a safe and respectful learning environment with an awareness of developmental levels and needs of learners.

• be able to integrate technology into lessons to create interest and communicate knowledge.

• be able to demonstrate professional dispositions of effective teachers to positively impact student learning while contributing to the well-being of their district.

**B.B.A. Business Technology**

Upon completion of the B.B.A. degree in Business Technology, students will:

• be able to demonstrate effective, compelling, and logical oral communication in business environments.

• be able to demonstrate effective, logical writing in business communications.

• be able to utilize quantitative, technology-supported approaches to analyze business issues.

• be able to work and communicate as a team to research and analyze external and internal factors to make informed business decisions.

• be able to integrate the principles of ethics and social responsibility in business decision-making.

• be able to identify the complexity of business operations in a global environment.

• be able to apply technology concepts in enhancing/furthering business strategy.

• be able to align technology applications into business best practices.

**B.S. Ed. Computer Education**

Upon completion of the B.S.Ed. degree in Computer Education, students will:

• be able to demonstrate a deep understanding of content and pedagogy knowledge.

• be able to demonstrate instructional design principles by planning and preparing effective lessons and learning activities for all learners.

• be able to engage students by delivery of effective lessons and learning activities, and ensure assessment is fully aligned with the instructional outcomes in both content and process.
• be able to create a safe and respectful learning environment with an awareness of developmental levels and needs of learners.

• be able to integrate technology into lessons to create interest and communicate knowledge.

• be able to demonstrate professional dispositions of effective teachers to positively impact student learning while contributing to the well-being of their district.

B.S. Computer Information Systems

Upon completion of the B.S. degree in Computer Information Systems, students will:

• be able to demonstrate the ability to analyze, identify, and define the requirements needed to address business problems and opportunities with technical solutions.

• be able to design applications for business using programming tools, techniques, and frameworks.

• be able to demonstrate proficiency in structuring, collecting and analyzing data to support business operations and strategic decision-making.

• be able to demonstrate a working knowledge of computer hardware, programming, and database management systems.

• be able to demonstrate knowledge of business disciplines, especially areas that can be optimized through the use of technology.

B.B.A. Finance

Upon completion of the B.B.A. degree in Finance, students will:

• be able to demonstrate effective, compelling, and logical oral communication in business environments.

• be able to demonstrate effective, logical writing in business communications.

• be able to utilize quantitative, technology-supported approaches to analyze business issues.

• be able to work and communicate as a team to research and analyze external and internal factors to make informed business decisions.

• be able to integrate the principles of ethics and social responsibility in business decision-making.

• be able to identify the complexity of business operations in a global environment.
• be able to organize and analyze financial data with statistical models and data analysis tools.

• be able to explain corporate finance concepts and use them for financing and investment decision-making.

• be able to explain key investment concepts and techniques and use them to evaluate a variety of investment strategies.

• be able to explain the operations of key financial markets and institutions and the interactions between the two entities.

**B.S. Health Information Administration**

Upon completion of the B.S. degree in Health Information Administration, students will:

• be able to plan and develop a health information management system appropriate for varying sizes and types of health care facilities, organizations and agencies.

• be able to manage the personnel working in a health information management department.

• be able to perform the following management functions as they relate to a health information management system: facility design, financial planning, budgetary control, selection of equipment and supplies, systems analysis and evaluation of the effectiveness of departmental services.

• be able to develop and implement policies and procedures for information handling and dissemination in accordance with professional ethics and in conformity with applicable federal, state and local statutes and regulations.

• be able to design a system to maintain the privacy and confidentiality of health information.

• be able to develop, analyze and evaluate health data retention and retrieval systems.

• be able to collect and analyze patient and institutional data for health care and health-related programs.

• be able to assist in research and statistical analysis to provide administrative and clinical information for institutional management and to evaluate patient care.

• be able to assist in the development and coordination of programs to assure quality of patient care and appropriate utilization of services as required by the facility, organization or agency.

• be able to develop in-service education materials and conduct and evaluate instructional programs for health information management personnel.

• be able to coordinate and integrate the efforts of the health information management department with those of other departments to achieve institutional goals.
• be able to participate in committee functions relative to health information management administrative activities and quality management studies.

• be able to support and practice the ethical principles of health care and health information management.

**B.B.A. Management**

Upon completion of the B.B.A. degree in Management, students will:

• be able to demonstrate effective, compelling, and logical oral communication in business environments.

• be able to demonstrate effective, logical writing in business communications.

• be able to utilize quantitative, technology-supported approaches to analyze business issues.

• be able to work and communicate as a team to research and analyze external and internal factors to make informed business decisions.

• be able to integrate the principles of ethics and social responsibility in business decision-making.

• be able to identify the complexity of business operations in a global environment.

• be able to apply the basic concepts of organizational behavior at the individual, group, and organizational levels to improve the effectiveness of an organization.

• be able to apply the basic concepts of human resources at the individual, group, and organizational levels to improve the effectiveness of an organization.

• be able to apply fundamental concepts regarding innovation to an organizational context.

• be able to apply fundamental concepts of finance, marketing, accounting, and economics regarding new venture development in an entrepreneurial context.

• be able to translate management concepts to an international context, applying the social, cultural, legal and economic differences inherent in the global environment.

**B.B.A. Marketing**

Upon completion of the B.B.A. degree in Marketing, students will:

• be able to demonstrate effective, compelling, and logical oral communication in business environments.
• be able to demonstrate effective, logical writing in business communications.

• be able to utilize quantitative, technology-supported approaches to analyze business issues.

• be able to work and communicate as a team to research and analyze external and internal factors to make informed business decisions.

• be able to integrate the principles of ethics and social responsibility in business decision-making.

• be able to identify the complexity of business operations in a global environment.

• be able to prepare and present a technology-enhanced sales presentation by visually, verbally, and nonverbally communicating information utilizing best-practice sales techniques.

• be able to create a market research project with results that can be used to solve business problems.

• be able to use promotional theories, strategies and tools to create a promotional plan that integrates current technology-enabled advertising techniques.

**B.S. Professional Accountancy**

Upon completion of the B.S. degree in Professional Accountancy, students will:

• be able to demonstrate ability to conduct tax law.

• be able to demonstrate knowledge of the basic concepts of legal business entities.

• be able to demonstrate knowledge related to the preparation and understanding of Governmental and Non-Profit financial statements.

**Undergraduate Programs - Associate**

**A.S. Business Management**

Upon completion of the A.S. degree in Business Management, students will:

• be able to demonstrate knowledge of the conceptional and functional areas of business.

• be able to demonstrate effective written business communication skills.

• be able to identify the ethical and legal parameters within the business environment.
A.S. Health Information Technology

Upon completion of the A.S. degree in Health Information Technology, students will:

- be able to technically analyze and evaluate health records according to standards established by current law, regulations and accrediting agencies.
- be able to compile and utilize various types of administrative and health statistics, e.g., patient census, daily discharge analysis, monthly patient data reports and vital statistics.
- be able to code symptoms, diseases, operations, procedures and other therapies according to recognized classifications systems.
- be able to release health information in accordance with professional ethics and in conformity with institutional policy and legal provisions.
- be able to maintain and utilize a variety of health record indices, storage and retrieval systems.
- be able to perform patient registration activities.
- be able to understand and demonstrate knowledge of the transcription function within a health care organization.
- be able to complete and/or verify discharge data abstracts.
- be able to prepare health data information for computer processing, storage and retrieval.
- be able to maintain specialized registries, such as cancer, trauma, stroke, organ.
- be able to abstract and retrieve health information used for evaluating patient care and planning in health care and health-related programs.
- be able to participate in committee functions relative to health information management and patient information systems.
- be able to provide data to health care facility staff in quality management studies, utilization review, risk management, planning and research activities.
- be able to supervise one or more health information management service activities such as: transcription, word processing, filing, coding and indexing, statistics and correspondence.

A.S. Web Development

Upon completion of the A.S. degree in Web Development, students will:

- be able to demonstrate the ability to write code using sequence selection and repetition.
• be able to understand and effectively manage the process of developing, designing, testing, and delivering a program or web page.

• be able to manipulate data efficiently to make optimal use of computing resources.

• be able to identify, analyze, and take user needs into account in the programming process.

be able to write, test, and maintain computer programs and/or web applications in at least three languages.

### Undergraduate Programs - Certificate

#### Certificate in Health Care Coding

Upon completion of the Certificate in Health Care Coding, students will:

• be able to code symptoms, diseases, operations, procedures and other therapies according to recognized classifications systems.

• be able to abstract records for department indices/databases/registries.

• be able to perform qualitative and quantitative analysis of health records to evaluate compliance with regulations and standards.

• be able to assist in the facility’s billing process.

• be able to assist in using coded data for strategic planning/reporting.

#### Certificate in Health Information Clerk

Upon completion of the Certificate in Health Information Clerk, students will:

• be able to perform entry-level tasks in the health information field.

• be able to demonstrate an understanding of the health information management profession and roles.

• be able to interpret basic medical terminology used in health care settings.

• be able to demonstrate an understanding of the legal aspects of health information management.

• be able to complete release of information requests for paper and/or electronic health information.

• be able to understand HIPAA rules and regulations.
• be able to recognize components of the electronic health record and understand their purpose and contents.

**Certificate in IS Management: Information Technology Management**

Upon completion of the Certificate in IS Management: Information Technology Management, students will:

• be able to understand the development and utilization of information technology within organizations.

• be able to understand relational database design and data management using basic Structured Query Language (SQL).

• be able to write computer programs in a programming language using sequence, selection, and repetition programming structures.

• be able to demonstrate a broad understanding of computer hardware, computer architecture, virtualization, and data communications.

**Certificate in IS Management: Technology Database Management Systems**

Upon completion of the Certificate in IS Management: Technology Database Management, students will:

• be able to understand the analysis, planning, designing, testing, and implementation of an information system.

• be able to understand relational database design and data management using basic and advanced Structured Query Language (SQL).

• be able to write computer programs in a programming language using sequence, selection, and repetition programming structures.

**Certificate in IS Management: Web Application Development**

Upon completion of the Certificate in IS Management: Web Application Development, students will:

• be able to write computer programs in a programming language using sequence, selection, and repetition programming structures.

• be able to use modern programming languages, techniques, and frameworks to develop secure, data-driven web applications using both client and server-side technologies.
• be able to understand relational database design and data management using basic Structured Query Language (SQL).

Graduate Programs – Doctoral

D.Sc. Information Systems

Upon completion of the D.Sc. degree in Information Systems, students will:

• be able to demonstrate a broad and comprehensive understanding of core knowledge and fundamental practices in information systems.

• be able to demonstrate conceptual knowledge and ability to utilize prevalent technologies of information systems.

• be able to demonstrate a highly developed knowledge of information systems literature, particularly in their area of specialization.

• be able to demonstrate a scholarly understanding of milestones and seminal works of leading researchers in their area of specialization.

• be able to demonstrate an understanding of information systems research methods and an ability to conduct research and evaluate research results.

• be able to effectively formulate, communicate, present and defend the results of their research and any conclusions drawn from it.

Graduate Programs - Master

M.B.A. Business Administration

Upon completion of the M.B.A. degree in Business Administration, students will:

• be able to synthesize and apply functional knowledge in the fields of economics, management, marketing, operations, finance, and accounting.

• be able to utilize current technology, information literacy, and qualitative and quantitative analysis in business decision-making.

• be able to demonstrate collaborative and communication skills necessary to lead an organization.

• be able to demonstrate knowledge of techniques for dealing with ethical issues and dilemmas that businesses encounter.
**M.S. Analytics**

Upon completion of the M.S. degree in Analytics, students will:

- be able to prepare and transform data sets into actionable information in an easy-to-understand format to support analytics through the use of advanced data processing tools.

- be able to select the appropriate analytics techniques and apply advanced analytical tools to solve data analytics problems.

- be able to demonstrate a good understanding of using information technology and computing languages to implement analytics solutions.

- be able to assess alternative approaches and infrastructures for implementing big data analytics.

- be able to manage data analytics projects to ensure delivery of a successful data analytics initiative throughout its life cycle.

- be able to interpret the results of the analysis.

**M.S. Health Informatics and Information Management**

Upon completion of the M.S. degree in Health Informatics and Information Management, students will:

- be able to apply and integrate the fundamental concepts of information technology in a clinical setting.

- be able to facilitate communication between health care providers and IT professionals implementing health care information technology.

- be able to demonstrate a theoretical and practical understanding of the use of health care information.

- be able to provide leadership in developing, implementing, maintaining, and managing information resources and systems in health care organizations.

- be able to apply fundamental research concepts to support the use of health information in research projects.

- be able to manage information technology applications in the health care industry (storage, retrieval, and interpretation of patient care information).

- be able to provide administrative support for the implementation and management of the complex information systems used in the health care industry.
M.S. Information Systems

Upon completion of the M.S. degree in Information Systems, students will:

- be able to perform the tasks of an Information Systems professional.
- be able to successfully adapt to new environments and technologies.
- be able to demonstrate knowledge of information systems and a selected specialization.
- be able to understand and apply current and emerging computer software technologies including CASE programming, database management, Internet and electronic commerce, and network operating environments.
- be able to translate user requirements into effective computer-based systems.
- be able to understand the effective management of information systems applications.

Graduate Programs - Certificate

Certificate in Business Analytics

Upon completion of the Graduate Certificate in Business Analytics, students will:

- be able to use advanced data processing tools to prepare and transform data sets into a format suitable for analytics.
- be able to select the appropriate analytics techniques and apply advanced analytical tools to solve data and analytics problems.
- be able to manage data analytics projects to ensure delivery of a successful data analytics initiative throughout its life cycle.
- be able to interpret the results of data analytics.

Certificate in Information Technology

Upon completion of the Graduate Certificate in Information Technology, students will:

- be able to understand systems theory, quality, decision-making, and the organizational role of information systems.
- be able to understand two of the following four IT subjects (depending on which two elective courses are completed):
  - principles and techniques used in managing information systems and organizational change projects.
  - client and server-side web programming skills to create dynamic web sites.
Internet, Intranet, local and wide area network design, technical requirements, operation, and management.

- techniques in designing and implementing enterprise models, database design and implementation technologies.

**Certificate in Healthcare Data Analytics**

Upon completion of the Graduate Certificate in Healthcare Data Analytics, students will:

- be able to construct information system capabilities.
- be able to design data sources for intelligence extraction.
- be able to create business intelligence through data analytics.
- be able to create data visualization techniques.
- be able to create statistical business models to leverage enterprise-wide information assets.