

University Mission Statement

The University of the District of Columbia is a pacesetter in urban education that offers affordable and effective undergraduate, graduate, professional, and workplace learning opportunities. The institution is the premier gateway to postsecondary education and research for all residents of the District of Columbia. As a public historically black, and land grant institution, the University's responsibility is to build a diverse generation of competitive, civically engaged scholars and leaders.

University Vision Statement

To be a University system that is student centered and demand driven that empowers its graduates to be critical and creative thinkers, problem solvers, effective communicators, and engaged, service-driven leaders in the workforce and beyond.

University Seven Student Learning Goals

1. Acquire knowledge and integrate ideas, theories, methods, practices, and applications
2. Communicate clearly and effectively in both written and oral forms
3. Demonstrate analytical and problem-solving skills
4. Demonstrate social, ethical, and moral responsibility (in part through service learning)
5. Understand and apply differing cultural and political perspectives
6. Use information technology to acquire and interpret knowledge, and to solve problems
7. Demonstrate knowledge, intellectual skills, and applied learning in chosen fields of study

School of Business and Public Administration

Vision

To develop leaders who can inspire and transform society worldwide in the 21st century.

Mission

We provide educational programs that prepare students to become strategic, innovative and ethical leaders with a community and global perspective.

SBPA Student Learning Objectives Outcomes:

1. Students will demonstrate effective written and oral communication skills.
2. Students will demonstrate critical thinking and problem solving skills.
3. Students will demonstrate ethical understanding and reasoning

4. Students will demonstrate basic computer skills.
5. Students will demonstrate competency in their academic majors and/or concentrations.

BBA in Accounting Student Learning Outcomes:

- Students will know how to prepare, communicate and explain financial statements for profit and for non-profit enterprises.
- Students will demonstrate the ability to use accounting information to assist management in planning, controlling and decision making.
- Students will demonstrate the ability to use accounting data and statements to assure shareholders and other stakeholders that an organization's financial data is accurate, ethical and presented in such a manner as to preclude fraud and/or misrepresentation.
- Students will understand and compute federal income taxes for individuals and other entities.

BBA in Business Management Student Learning Outcomes:

- Students will understand and know how to apply essential content in business function areas.
- Students will demonstrate the ability to use analytical and quantitative skills to analyze and formulate business decisions.
- Students will demonstrate an understanding of current business technologies and use common business technology and software in essential tasks.
- Students will be able to identify and discuss ethical issues that individuals face in organizations.
- Students will demonstrate effective written and oral communication skills through the preparation of professional quality documents and presentations.
- Students will demonstrate leadership and teamwork skills needed to function effectively in a diverse cross functional environment.
- Students will identify and analyze global and multicultural issues relating to business decisions.

Marketing Concentration Student Learning Outcomes:

- Students will know and be able to explain the importance of the consumer for the firm, both as individuals and as members of groups, and how consumers make consumption decisions.
- Students will demonstrate competence in designing research, collecting and analyzing data and reporting the research results.
- Students will demonstrate a knowledge and understanding of how the various communication tools interact to form effective campaigns.

- Students will be able to identify and understand the various components of a marketing campaign.
- Students will understand the importance of culture in designing and implementing successful international campaigns.

Finance Concentration Student Learning Outcomes:

- Students will demonstrate understanding of how countries affect each other economically, financially, politically, and environmentally.
- Students will be able to analyze and interpret financial statements, and relate financial statements to policy.
- Students will demonstrate mastery of core ideas of securities markets and investments, principal types of securities and their markets, corporate finance and financial analysis.
- Students will find the value of financial products such as common stock and financial derivatives such as hedging instruments.
- Students will understand theories and skills that relate to asset valuation.
- Students will identify real estate risk factors and measure their impact on investment performance.
- Students will calculate common investment criteria and project cash flows associated with corporate finance.
- Students will identify and interpret sources of law and legal issues affecting financial aspects of business.

MIS Concentration Student Learning Outcomes:

- Students will have a thorough knowledge of the principles and concepts pertinent to information technology.
- Students will apply creative thinking skills and systems design methods in developing information technology based systems.
- Students will understand the human, organizational, and technical issues involved in implementing information technology-based systems and the challenges inherent to change.
- Students will develop teamwork skills that foster cooperation among organizational units and disciplines.
- Students will be aware of and able to deal with ethical and societal implications of current and future applications of information technology.

Master of Business Administration (MBA) Student Learning Outcomes:

- Students will demonstrate the ability to apply quantitative and qualitative reasoning, problem solving models and justifications to business situations.

- Students will demonstrate the ability to use technology in research to add value to presentations including professional reports.
- Students will demonstrate the ability to apply core business principles in business decision making and business analysis.
- Students will demonstrate effective leadership and collaborative skills for making decisions and accomplishing goals.
- Students will analyze the ethical implications of business decisions.

Master of Public Administration (MPA) Student Learning Outcomes

- Students will be able to evaluate the value of diverse environments and public service
- Students will be able to prepare scholarly papers
- Students will be able to present their work in front of groups
- Students will be able to identify ethical issues and problems in an organizations to enable the organization to function in an ethical manner