



**COGNITIVE DOMAIN:** Knowledge; what graduates will know.

*Knowledge and Comprehension*

- ◆ Sound knowledge of managerial concepts
- ◆ Sound knowledge of accounting
- ◆ Organizational literacy
- ◆ Computer literacy in Internet search and navigational skills, in Word, Excel, PowerPoint, and Accounting software
- ◆ Math skills
- ◆ Oral and written communication skills (ability to write a properly formatted business letter and document on Word software)
- ◆ Critical thinking skills (planning and forecasting)

*Application*

- ◆ Able to think independently and apply business concepts to the business or industry that employs the graduate.

*Analysis, Synthesis & Evaluation*

- ◆ Ability to apply managerial concepts

**AFFECTIVE DOMAIN:** Attitude; growth in feelings or emotional areas

- ◆ Ability to think independently

- ◆ Self-motivation
- ◆ High energy level
- ◆ Strong work ethic
- ◆ Self-confident
- ◆ Logical thinker
- ◆ Detail oriented
- ◆ Decision making ability

**PSYCHOMOTOR DOMAIN:** Skills; manual or physical

