

## 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.
GMS1	GMS1- Define, describe and apply the concepts of cultural differences, cultural literacy, cultural adaptation, and ethnocentricity, and explain their importance to managerial decision-making in a global context.
GMS2	GMS2-Explain how the three pillars of sustainability and related concepts may underpin global business strategy while addressing the United Nations Sustainable Development Goals.
GMS3	GMS3- Formulate appropriate international trade, market entry, and broader global strategies by analyzing the dimensions, risks and opportunities of international business environments, and by applying international business theories.
GMS4	GMS4- Recognize and develop plans to resolve ethical issues that arise in international business settings using theories of ethics and corporate social responsibility to build competitiveness and proactive ethical business policy.
GMS5a	GMS5a- analyze operations management issues and systems (e.g., supply chain management, manufacturing planning, distribution and outsourcing)
GMS5b	GMS5b-apply economic theory in the analysis of domestic and international firm-level decisions
GMS5c	GMS5c-Assess different organizational structures and systems, and analyze how technologies and knowledge management systems may impact globalization to effectively manage global operations.
GMS5d	GMS5d- Conduct an analytical assessment of key elements of transport systems, and logistics challenges facing businesses and transport authorities.

GMS6	GMS6- Develop plans to build capabilities and to manage culturally diverse and/or geographically distributed teams by identifying the issues involved in cross-cultural business communications, and developing appropriate strategies to resolve the challenges.
GMS7	GMS7- Identify and explain the functions, roles, policies, and activities of global institutions, that influence international trade and investment fostering economic integration and international development (e.g., World Bank, IMF, WTO, EU) as well as government policies promoting trade, foreign direct investment, and other forms of cross-border economic activities.
GMS8	GMS8- Apply statistical theory and forecasting techniques to improve strategic decision-making in a global setting.