

Learning Outcomes

| LO | Description |
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| 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. |

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| 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. |
| MKT1 | MKT1- Clearly define a marketing problem or opportunity in an evolving, complex context. |
| MKT2 | MKT2- Gather, analyze, and interpret both (a) qualitative and (b) quantitative data (e.g., business reports, marketing research reports, whitepapers, data analytics) to propose evidence-based marketing recommendations. |
| MKT3 | MKT3- Critically assess both internal and external elements (i.e., microenvironmental and macroenvironmental analyses) as part of an accurate marketing situation analysis to support the strategic market planning process. |
| MKT4 | MKT4- Conduct a coherent and specific STP (segmentation, targeting, and positioning) analysis of a market that reflects consideration of consumer needs, as well as geographic, demographic, psychographic, and behavioural factors. |
| MKT5 | MKT5- Draw on substantive consumer behaviour theories to assess key marketing outcomes (e.g., purchase behaviour, willingness to pay, decision making). |
| MKT6 | MKT6- Devise an integrated marketing strategy, including a defensible position regarding specific tactical applications of the marketing mix that will contribute to the enactment of the intended strategy. |
| MKT7 | MKT7- Distinguish the unique aspects of business-to-business (B2B) and business-to-consumer (B2C) marketing and integrate them contextually to inform strategic marketing decision-making. |
| | MKT8- Relate marketing mix strategy to performance objectives (e.g., profit, cost, market share, growth, ROI, |

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| MKT8 | and brand portfolio). |
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| MKT9 | MKT9- Persuade stakeholders while incorporating alternative perspectives when making marketing management decisions. |
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