What competencies do commerce students gain?

**Commerce**

**Program-specific competencies**

Competencies are the skills, knowledge and attributes gained through every work, educational, volunteer and life experience. UVic students in the Commerce program develop the following program-specific competencies.

**Improving business operations**

*Demonstrates ability and motivation to generate recurring profits, increase the value of the business*

- Understands and applies concepts of capacity and demand management
- Uses business tools, including process design principles and analysis, in an operational environment
- Demonstrates an understanding of quality management and control in making decisions
- Applies tools available for decision making under uncertainty

**Leading and influencing others**

*Motivates others to achieve common business goals, in formal or informal leadership capacity*

- Uses concrete examples, data, case histories and other tools to influence decision making
- Builds consensus and understanding amongst internal and/or external stakeholders
- Takes initiative to direct others, when needed and works effectively in a team-based environment

**Managing professional development**

* Takes responsibility for the enhancement of professional knowledge and career path*

- Sets realistic and achievable goals concerning personal career planning
- Develops effective professional relationships through networking
- Identifies and acts on opportunities to expand career knowledge and options
- Avoids conflicts of interest and demonstrates concern for business ethics

**Data and systems management**

*Demonstrated competence with using technology, numbers and measures to achieve business goals*

- Selects the most effective and appropriate statistical method for business data analysis
- Demonstrates ability to select and apply mathematical techniques to solve business problems using quantitative data
- Identifies and uses the most suitable and reliable software application for task(s)
- Adapts quickly to new or business-specific tools and software applications
- Effectively and ethically uses information systems and networks to support business decisions
Financial decision making

*Demonstrates aptitude for analyzing and interpreting complex business documents*

- Ability to interpret and understand business documents, and synthesize both qualitative and quantitative data to share information with others
- Utilizes accounting tools for planning, controlling and decision-making functions and demonstrates ability to apply core accounting concepts and processes
- Makes decisions that support organizational goals/profitability

Marketing acumen

*Demonstrates understanding of the fundamental principles of marketing and the ability to use theory, concepts and tools to make marketing decisions and recommendations*

- Demonstrates an understanding of marketing theory, concepts and tools in making and defending key marketing decisions
- Demonstrates ability to develop marketing strategies, segmentation and/or SWOT analyses

Organizational awareness

*Understands organizational structures, how decisions are made and recognizes the impact and implications of decisions*

- Acts in a manner that demonstrates an awareness of organizational culture
- Demonstrates an understanding and appreciation of differences in individual perceptions, values and work attitudes

Triple bottom line thinking

*Demonstrates understanding of an expanded spectrum of values and criteria for measuring organizational success*

- Demonstrates the ability to use concepts, tools, and frameworks that assist businesses to transition to more sustainable practices
- Identifies and recommends opportunities for sustainable business practices and activities

International focus

*Demonstrates awareness of international business and multicultural workplaces and relationships*

- Interacts with others in a way that demonstrates awareness and sensitivity to differing international and cultural business practices
- Recommendations and decisions reflect an understanding of globalization
- Demonstrates an understanding of the challenges of operating a business in an international marketplace

*UVic Co-op and Career worked with the Peter B. Gustavson School of Business to develop this competency document.*

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