

PROGRAM-SPECIFIC COMPETENCIES - COMMERCE

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. We worked with the Peter B. Gustavson School of Business to develop this document.

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

FINANCIAL DECISION MAKING CONT.

- + 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 work places 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