The learning goals for the Gustavson School of Business academic programs fit with the Gustavson strategy and vision. Each program has established learning goals and objectives to produce a structure that reflects the School’s core values, and its unique components. For further information, see the Gustavson Assurance of Learning Charter.

Bachelor of Commerce Program (BCom)

  • Objective 1.a: Gustavson graduates can apply statistical approaches to aid in decision making.
  • Objective 1.b: Gustavson graduates can use Excel as required by employers.

Learning Goal 2. Integration (Integrative): Gustavson graduates have a cross-disciplinary mindset.
  • Objective 2.a: To be determined by task force TBD.

Learning Goal 3. Creativity (Innovative): Gustavson graduates are creative.
  • Objective 3.a: Students will demonstrate creativity in business problem solving.

Learning Goal 4. Communication: Gustavson graduates are capable communicators.
  • Objective 4.a (Writing): Graduates can demonstrate well-organized, articulate analytical written material about business subjects
“Parked” Learning Goals (BCom)

These learning goals will be raised up as priorities in the future as the above learning goals go through their improvements. In the meantime, they can be addressed by champions in terms of planning and possibly some initiatives, i.e. rubric creation, artifact analysis and measurements and others.

- Global Mindset (International): Gustavson graduates have a global perspective.

- Sustainability: Gustavson graduates are socially responsible.

- Communication: Gustavson graduates are capable communicators.
  - Additional Objective (Presentation Skills): Gustavson graduates are able to prepare a presentation.

- Team Skills: Gustavson graduates are effective team members.

- Professionalism: Gustavson graduates are “real world ready”.

- Business Knowledge: Gustavson graduates understand core business concepts.
  - Additional Objective: Gustavson graduates understand core business terms and use them appropriately.