

Engaging with Business

Signature Experiential Learning Program for the Non-Business Major

Program Goals

Accounting & Finance

- How companies account for their dollars and allocate resources
- Considerations for planning and managing personal finances

Organizational Strategies

- How an organization grows its business
- Why some organizations are more successful than others (case studies?)
- Entrepreneurship

Economics

- Basic understanding of competition and market forces
- Business cycles
- Monetary policies

Management Information Systems

- How organizations manage information for effective decision making (case studies?)

Management/Organizational Behavior

- How manager and personnel interactions impact organizational success

Marketing

- How organizations create awareness of and demand for their products/services

Operations & Supply Management

- How organizations manage activities for creation and delivery of goods/services

The Human Resources Function

- How organizations deal with people and issues related to people, such as compensation, hiring, performance management, and training

Technology – Software Skills

- The key software capabilities desired by employers today

Business Ethics

- Moral or ethical questions and problems that may arise in the conduct of business

Personal Business Skills & Attributes

- Business research
- Resumes, interviews, and networking
- Etiquette

Creating a Business Plan