

**Department of Business and Economics**  
**Lebanon Valley College**  
**Undergraduate Program Vision and Mission Statements**

*September 13, 2011*

**Vision – Undergraduate Programs**

**Faculty supporting all undergraduate programs of the Department** are committed to making Lebanon Valley College the school of choice among selected high-potential, college-bound seniors and sophomore transfer students in *areas where Lebanon Valley college chooses to commit its admissions and recruiting resources. Of late, this area has expanded significantly as we are seeing more students from outside our local area and outside of Pennsylvania.*

Candidates of special interest are students who recognize, value, seek and/or respond enthusiastically to the unique combination of intellectual development opportunities afforded them by Lebanon Valley College and the Department. *These opportunities include:*

- A. Life-long learning skills anchored in the traditional liberal arts.
- B. Superior written and oral communications skills appropriate to their individual discipline.
- C. Individualized intellectual breadth to support their personal early career goals.
- D. Leading edge technical skills in their chosen discipline.
- E. A thorough understanding of the ethical issues in their discipline.
- F. Direct experience in the building, leading, and supporting effective groups.
- G. Effective fundamental project management skills.
- H. Effective career management skills.
- I. Frequent in-course assignments that require students to investigate, analyze, understand, and report on the industries and companies that will likely play a part in their future.*

The over-arching goal is to educate graduates to launch their careers successfully, manage careers ethically and effectively, contribute to organizations and communities responsibly, and successfully navigate constant change in a global environment.

**Mission – Undergraduate Programs**

**Faculty are committed to pursuing the Vision by creating a climate and culture in which students are expected to:**

- A. Obtain and demonstrate superior knowledge in the appropriate disciplines.
- B. Obtain and demonstrate superior skills in the classic liberal arts with a special emphasis on the art and science of written and oral communication.
- C. Obtain and demonstrate superior skills in the types of analysis, application, synthesis, evaluation and project management challenges characteristic of their discipline.
- D. Actively investigate and understand their career options including graduate school and public service.
- E. Actively engage and reflect on the world around them from a wide-range of perspectives.
- F. Actively engage in co-curricular and extra-curricular activities that reflect the expectations of today's work environment.
- G. Understand themselves and relationships to others and develop strategies for managing those impacts.

## **Bachelor of Science in Accounting Mission Statement and Student Outcomes**

September 13, 2011

**Faculty supporting the Bachelor's of Science in Accounting major at Lebanon Valley College** are committed to providing an exceptional learning experience and a supportive learning environment that:

1. Conveys effectively the knowledge and comprehension of the discipline of Accounting within the context of a liberal arts education.
2. Produces students with superior written and oral communications skills with an emphasis on the types of communications specific to the accounting profession.
3. Develops students' abilities to effectively analyze business and organizational context from an accounting perspective; apply accounting principles and concepts to real problems and opportunities; and synthesize solutions.
4. Develops a thorough understanding of the ethical challenges facing accountants and accounting managers in the business environment and develops in students the habit of honest, objective, and moral evaluations of the consequences of their actions.
5. Encourages and assists development of the multi-disciplinary skill set, the relationship building skills, and the life-long learning skills that suit each student's expressed post-graduate career intentions.
6. Establishes a solid foundation on which to complete preparation for *the numerous* professional certifications *that are now in play*.

### **Students completing a B.S. in Accounting at Lebanon Valley College will demonstrate and possess:**

1. An understanding of concepts of the accounting discipline and the application of those concepts to the intra-disciplinary focus of their own choosing.
2. An understanding of the fundamental knowledge in the disciplines of economics, finance, business law, management science, and corporate strategy.
3. Effective reading, listening, writing, and speaking skills appropriate to the accounting profession.
4. Effective fundamental project management skills.
5. Effective information research skills including information gathering, databases searching, assessing the value of information, and communicating findings on a focused topic in the discipline.
6. Effective skills in applying generally accepted quantitative methodologies to the analysis and solution of complex accounting problems.
7. Critical thinking skills appropriate to the accounting discipline including the ability to describe context, analyze context, link the context with concepts and theories, evaluate the situation, solve problems, and make and defend decisions.
8. The ability to understand, apply and integrate lead-edge information technology in the accounting environment.
9. The ability to examine and evaluate individual and organizational behavior and its consequences within a moral framework
10. An assertive and active approach to launching and managing their career.

## **Bachelor of Science in Business Administration Mission Statement and Student Outcomes**

*September 13, 2011*

**Faculty supporting the Bachelor's of Science in Business Administration major at Lebanon Valley College** are committed to providing an exceptional learning experience and a supportive learning environment that:

1. Conveys effectively the knowledge and comprehension of the multiple disciplines within business in the context of a liberal arts education.
2. Produces students with superior written and oral business communications skills.
3. Develops students' abilities to effectively analyze context, apply principles and concepts to real problems and opportunities, and to synthesize solutions either alone or in small groups.
4. Equips student to continue to acquire new knowledge and build relationships in an ever-changing global business environment.
5. Develops a thorough understanding of the ethical challenges of business in a global environment and develops in students the habit of honest, objective, and moral evaluation of the consequences of their actions.
6. Encourages and assists students to develop the multi-disciplinary skill set that suits their expressed post-graduate career intentions.

**Students completing a B.S. in Business Administration at Lebanon Valley College will demonstrate and possess:**

1. An understanding of the fundamental knowledge in the business disciplines of accounting, economics, management, management science, marketing, finance, international business, information management, business ethics, and corporate strategy.
2. Effective reading, listening, writing, and speaking skills in the context of professional business communications.
3. effective fundamental project management skills.
4. Effective information research skills including information gathering, databases searching, assessing the value of information, and communicating their findings.
5. Effective skills in applying generally accepted mathematical and statistical methodologies to the analysis and solution of complex business problems.
6. Critical thinking skills including the ability to describe context, analyze context, link the context with concepts and theories, evaluate the situation, solve problems, and make and defend decisions.
7. Experience in interacting professionally and productively in small groups in a variety of social and business settings.
8. The ability to understand, apply and integrate leading-edge information technology in the business environment.
9. The ability to examine and evaluate individual and organizational behavior and their consequences within a moral framework.
10. An assertive and active approach to the launching and managing their careers.

**NOTE: Since the Bachelor's in Health Care Administration represents the addition of a Business Administration major to the student's prior Associates Degree and professional certification in health care, the Health Care Management Program shares the same Mission and Student Outcome goals as the Business Administration Program.**

**Bachelor of Arts in Economics**  
**Mission Statement and Student Outcomes**

*September 13, 2011*

**Faculty supporting the Bachelor of Arts in Economics major at Lebanon Valley College are committed to designing, developing and implementing an economics curriculum comparable in content and quality to the best social science-based economics programs in the country in order to:**

1. Assure the development of the critical thinking and analytical skills, knowledge of economic theories and their application, intellectual flexibility and versatility, and motivation to successfully complete their chosen graduate programs.
2. Assure students have the ability to think through the kinds of problems they will encounter in their professional careers.
3. Assure students are equipped to self-learn new knowledge and new problem solving techniques.
4. Assure students have developed a solid ethical foundation from which to assess the consequences of their decisions and actions.
5. Prepare students for the launch of their careers and/or for the entry into the graduate program appropriate to their individual career aspirations.

**Students completing a B.A. in Economics at Lebanon Valley College will demonstrate and possess:**

1. An understanding of the fundamental knowledge in the areas of macroeconomics, microeconomics, and general economic theory.
2. A fundamental knowledge of key aspects of social policy that are derived from economic theory including how countries interact for economic purposes, how countries develop policy, and the assessment of issues related to the consequences of policy implementation.
3. A fundamental understanding of the nature of economic research including an exposure to methods of discovery, methods of analysis, and methods of communication appropriate to the field. Special emphasis will be placed on the use of quantitative analysis techniques to describe, investigate, analyze, and evaluate issues.
4. The ability to apply economic theory to historic, current, or future contexts.
5. The ability to effectively pursue these investigations either alone or in small groups.
6. The ability to effectively develop, present and defend arguments surrounding an issue in both written and oral formats appropriate to the economics discipline.
7. The ability to effectively work either alone or in small groups.
8. The ability to select and use the appropriate technology for research, analysis, and communications.
9. Effective fundamental project management skills.
10. An assertive and active approach to launching and managing their care

*Adopted by the Department  
at its formal meeting on  
September 13, 2011*

**Mapping Accounting, Business Administration, and Economics Major Learning Outcomes  
onto Institutional Learning Objectives**

**Over-arching outcome from a comprehensive course of study including distributed requirements in a wide range of disciplines (AKA General Education); the major and minor fields of study; and relevant co-curricular programs:** Students will acquire content knowledge, develop intellectual and practical abilities, and develop personal and social responsibility needed to succeed in a changing, diverse, and fragile world.

Institutional Learning Outcome	Accounting Major Learning Outcomes	Business Administration Major Learning Outcomes	Economics Major Learning Outcomes	Department Roll-up of Program Outcomes
<p><b>Knowledge of human cultures and the physical and natural world.</b> <i>Through the liberal studies courses, major and minor courses, students acquire the content knowledge needed in a changing, diverse, and fragile world.</i></p>	<p>Understanding of concepts of the accounting discipline and the application of those concepts to the intra-disciplinary focus of their own choosing. Understanding of the fundamental knowledge in the disciplines of economics, finance, business law, management science, and corporate strategy. Advanced knowledge in the Accounting Discipline.</p>	<p>Understanding of the fundamental knowledge in the business disciplines of accounting, economics, management, management science, marketing, finance, international business, information management, business ethics, and corporate strategy. Advanced knowledge in management and strategy.</p>	<p>Understanding of the fundamental knowledge in the areas of macroeconomics, microeconomics, and general economic theory. Fundamental knowledge of key aspects of social policy that are derived from economic theory, how countries interact for economic purposes, how countries develop policy, and issues related to the consequences of policy implementation. Advanced knowledge in the areas of econometrics and each student's area of elective emphasis.</p>	<p>Obtain and demonstrate superior knowledge in the appropriate disciplines.</p>

<b>Intellectual and Practical Abilities</b>	<b>Accounting Major Learning Outcomes</b>	<b>Business Administration Major Learning Outcomes</b>	<b>Economics Major Learning Outcomes</b>	<b>Department Roll-up of Program Outcomes</b>
<p>Critical inquiry &amp; analysis <i>Ability to explain issues, provide convincing evidence, understand assumptions, formulate a position, and reach logical conclusions; ability to synthesize information, design a process, analyze evidence, and understand implications and limitations</i></p>	<p>Critical thinking skills appropriate to the accounting discipline including the ability to describe context, analyze context, link the context with concepts and theories, evaluate the situation, solve problems, and make and defend decisions.</p>	<p>Critical thinking skills appropriate to various disciplines in business including the ability to describe context, analyze context, link the context with concepts and theories, evaluate the situation, solve problems, and make and defend decisions.</p>	<p>A fundamental understanding of the nature of economic research including an exposure to methods of discovery, methods of analysis, and methods of communication appropriate to the field. Special emphasis placed on the use of quantitative analysis techniques to describe, investigate, analyze, and evaluate issues.</p>	<p>Obtain and demonstrate superior skills in the types of analysis, application, synthesis, evaluation and project management challenges characteristic of their discipline.</p>
<p>Written communication <i>Understanding of audience, voice &amp; purpose; uses relevant and compelling evidence to illustrate meaning and convey understanding; demonstrates effective use of appropriate source material; adheres to conventions such as organization, presentation, formatting, etc.; demonstrates mastery of syntax and mechanics</i></p>	<p>Effective reading, listening, writing, and speaking skills appropriate to the accounting profession.</p>	<p>Effective reading, listening, writing, and speaking skills in the context of professional business communications.</p>	<p>Effective reading, listening, writing, and speaking skills in the context of preparation for graduate studies and/or entry level-economic analysts positions.</p>	<p>Obtain and demonstrate superior skills in the art and science of written and oral communication.</p>
<p>Oral communication <i>Ability to present a purposeful, prepared and resourceful presentation, using appropriate &amp; effective language and compelling delivery techniques.</i></p>	<p>Effective reading, listening, writing, and speaking skills appropriate to the accounting profession.</p>	<p>Effective reading, listening, writing, and speaking skills in the context of professional business communications.</p>	<p>Effective reading, listening, writing, and speaking skills in the context of preparation for graduate studies and/or economic analysts positions.</p>	<p>Obtain and demonstrate superior skills in the art and science of written and oral communication.</p>

<b>Intellectual and Practical Abilities - Continued</b>	<b>Accounting Major Learning Outcomes</b>	<b>Business Administration Major Learning Outcomes</b>	<b>Economics Major Learning Outcomes</b>	<b>Department Roll-up of Program Outcomes</b>
Quantitative reasoning <i>Ability to reason &amp; solve quantitative problems from a range of contexts; understand &amp; create sophisticated arguments supported by quantitative evidence; communicate using tables, graphs, equations, etc.</i>	Effective skills in applying generally accepted quantitative methodologies to the analysis and solution of complex accounting problems.	Effective skills in applying generally accepted mathematical and statistical methodologies to the analysis and solution of complex business problems.	Effective skills in the use of quantitative analysis techniques to describe, investigate, analyze, and evaluate issues from an economics perspective.	Obtain and demonstrate superior skills in the types of analysis, application, synthesis, and evaluation challenges characteristic of their discipline.
Information literacy <i>Ability to determine information that is needed, to access and evaluate critically the information, to use valid &amp; reliable information, and to access &amp; use information ethically and legally</i>	Effective information research skills including information gathering, databases searching, assessing information value, and communicating findings on a focused topic in the discipline.	Effective information research skills including information gathering, databases searching, assessing the value of information, and communicating their findings.	The ability to select and use the appropriate information for research, analysis, and communications in the economics discipline.	Obtain and demonstrate superior skills in the types of analysis, application, synthesis, and evaluation challenges characteristic of their discipline.
Effective problem solving <i>Ability to construct clear &amp; insightful problem; identify ways to solve the problem; propose, evaluate &amp; implement solutions; evaluate outcomes or results.</i>	Effective quantitative and qualitative skills and methodologies to the analysis and solution of complex business and accounting problems.	Effective quantitative and qualitative skills and methodologies to the analysis and solution of complex business and accounting problems.	The ability to effectively develop and defend arguments surrounding an economics issues working either alone or in small groups.	Obtain and demonstrate superior skills in the types of analysis, application, synthesis, and evaluation challenges characteristic of their discipline
Integration & synthesis <i>Ability to synthesize connections from diverse experiences and draw conclusions by drawing on learning from more than one discipline; ability to transfer learning to a new situation; ability to integrate communication.</i>	Demonstrate the ability to develop comprehensive solutions through capstone experiences in upper level accounting courses, business courses, independent studies, or internships.	Demonstrate the ability to develop comprehensive solutions through capstone experiences in upper level business courses, independent studies, or internships	Demonstrate the ability to develop comprehensive solutions through capstone experiences in upper level economics courses, independent studies, or internships.	Demonstrate the ability to develop comprehensive solutions through capstone experiences in upper level economics courses, independent studies, or internships appropriate to their discipline

<b>Personal and Social Responsibility</b>	<b>Accounting Major Learning Outcomes</b>	<b>Business Administration Major Learning Outcomes</b>	<b>Economics Major Learning Outcomes</b>	<b>Department Roll-up of Program Outcomes</b>
Intercultural Competence <i>Knowledge of, curiosity about and openness to diverse cultures</i>	The ability to examine and understand individual, organizational, and societal behavior and the context of the workplace.	The ability to examine and understand individual, organizational, and societal behavior and the context of the workplace.	The ability to examine and understand individual, organizational, and societal behavior and the context of the workplace and the community.	Actively engage and reflect on the world around them from a wide-range of perspectives. Understand themselves and relationships to others and develop strategies for managing those impacts.
Ethical Reasoning <i>Understanding of core beliefs and their origins; understanding of ethical perspectives &amp; ethical issues; ability to apply and evaluate ethical perspectives/concepts.</i>	The ability to examine and evaluate individual and organizational behavior and its consequences within a moral framework.	The ability to examine and evaluate individual and organizational behavior and its consequences within a moral framework.	The ability to examine and evaluate individual and organizational behavior and its consequences within a moral framework.	Actively engage and reflect on the world around them from a wide-range of perspectives. Understand themselves and relationships to others and develop strategies for managing those impacts
<b>Departmental Learning Objectives</b>	<b>Accounting Major Learning Outcomes</b>	<b>Business Administration Major Learning Outcomes</b>	<b>Economics Major Learning Outcomes</b>	<b>Department Roll-up of Program Outcomes</b>
<i>Development of effective project management skills</i>	Development of effective fundamental project management skills	Development of effective fundamental project management skills	Development of effective fundamental project management skills	Development of effective fundamental project management skills
<i>Assertive and active approach to career launch and management</i>	Assertive and active approach to career launch and management	Assertive and active approach to career launch and management	Assertive and active approach to career launch and management	Actively engage in curricular, co-curricular and extra-curricular activities that reflect the expectations of today's work environment. Actively investigate and understand their career options including graduate school and public service.