BACHELOR OF BUSINESS ADMINISTRATION
Program: Goals and Objectives

1. **A Seidman BBA graduate will be an effective communicator. He/she will be able to:**
   1.1 Engage in effective interpersonal dialogue.
   1.2 Organize written thoughts into a coherent narrative, free from grammar and mechanical problems.

2 **A Seidman BBA graduate will be a critical thinker. He/she will be able to:**
   2.1 Identify and evaluate a speaker/author’s issues, conclusions, premises, and evidence.
   2.2 Identify fallacies in argument and thinking.
   2.3 Draw reasonable conclusions from presented evidence.
   2.4 Reason systematically in support of an argument with relevant support and examples.

3 **A Seidman BBA graduate will be conversant in the concepts and language of the functional areas of business. He/she will be able to:**
   3.1 Apply disciplinary knowledge to problem solving situations.
   3.2 Correctly answer questions about the basic concepts and principles in the areas of accounting, economics, finance, management and marketing.

4 **A Seidman BBA graduate will understand both the internal and external environment of a business organization. He/she will be able to:**
   4.1 Identify and analyze an organization's external environment using frameworks and models to guide analysis.
   4.2 Identify and analyze an organization's internal environment using frameworks and models to guide analysis.
   4.3 Draw from multiple business disciplines when performing an analysis of the external and internal environment.

5 **A Seidman BBA graduate will recognize ethical issues inherent in the practice of business and apply the process of ethical inquiry. He/she will be able to:**
   5.1 Apply ethical theories and models to ethical problems.
   5.2 Identify the ethical concerns of a given business issue or problem.
   5.3 Identify stakeholders in an ethical decision.
   5.4 Identify his/her own values and consciously employ those values in business decision-making.

6 **A Seidman BBA graduate will be skilled at locating, evaluating, and using information effectively. He/she will be able to:**
   6.1 Evaluate the credibility and usefulness of information.
   6.2 Use information to answer a specific question or accomplish a specific purpose.
   6.3 Demonstrate knowledge of reference materials, including business databases, academic search engines, and government websites.
   6.4 Source information correctly.
BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN ACCOUNTING
Program: Goals and Objectives

1. A Seidman BBA Accounting graduate will be skilled in analyzing and solving accounting problems. He/she will be able to perform the following functions:
   1.1 identify that the steps in the analysis of the accounting problem are comprehensive,
   1.2 use all inputs, such as financial statements, disclosure notes, etc., in extracting information correctly,
   1.3 perform a logical flow of analysis and identify flaws in Logic, and
   1.4 generate outputs, in terms of earnings, cash flows, inventory levels, etc. that are accurate and correct.

2. A Seidman BBA Accounting graduate will be conversant in the concepts and language of the functional areas of business. He/she will be able to perform the following functions:
   2.1 apply disciplinary knowledge to problem solving situations, and
   2.2 correctly answer questions about the basic concepts and principles in the areas of accounting, economics, finance, management, and marketing.

3. A Seidman BBA Accounting graduate will be an effective writer. He/she will be able to accomplish the following:
   3.1 write with a clear and logical flow, meaningful transitions, and unified content,
   3.2 write with a professional and appropriate tone,
   3.3 develop and support each major idea evidence, reasons, and examples,
   3.4 structure a paper into identifiable and meaningful sections,
   3.5 write a paper free of mechanical and grammatical errors, and
   3.6 clearly articulate a thesis and write a paper that accomplishes the stated purpose.

4. A Seidman BBA Accounting graduate will recognize ethical issues inherent in the practice of business and apply the process of ethical inquiry. He/she will be able to
   4.1 apply ethical theories and models to ethical problems,
   4.2 identify the ethical concerns associated with a given business issue or problem,
   4.3 identify stakeholders associated with a particular ethical decision, and
   4.4 identify his/her own values and consciously employ those values in business decision-making.

5. A Seidman BBA Accounting graduate will be skilled at locating, evaluating, and using information effectively. He/she will be able to
   5.1 evaluate the credibility and usefulness of information,
   5.2 use information to answer a specific question or accomplish a specific purpose,
   5.3 demonstrate knowledge of reference materials, including business databases, academic search engines, and government websites, and
   5.4 source information correctly.

6. A Seidman BBA Accounting graduate will be a skilled presenter. He/she will be able to
   6.1 respond clearly and accurately to all questions,
   6.2 use appropriate, varied, and professional communication aids,
   6.3 maintain eye contact with minimal reading of material,
   6.4 clearly articulate and support major points,
   6.5 deliver an organized and smooth presentation, and
   6.6 speak clearly, comfortably, and expressively.
7. A Seidman BBA Accounting graduate will be prepared for the CFA examination. The set of students electing to take the CPA exam will:

7.1 Have an average score and an overall pass rate that exceeds the average for all jurisdictions.
7.2 Have an average score and an overall pass rate that exceeds the average for the state of Michigan.
7.3 Have a pass rate in each exam section that exceeds the state and national average pass rate.
MASTERS OF BUSINESS ADMINISTRATION
Learning Goals and Objectives

1. **Seidman MBA graduates will be effective communicators.** They will be able to
   1.1 write focused papers that draw on multiple sources to articulate complex ideas;
   1.2 deliver an effective formal presentation; and
   1.3 organize written thoughts into a coherent narrative.

2. **Seidman MBA graduates will be critical and analytical thinkers.** They will be able to
   2.1 clearly state conclusion and show how it emerged from the evidence; correctly identify need for further evidence,
   1.2 identify and describe appropriate main issue; recognize priorities among claims,
   1.3 completely and thoughtfully identify and correctly rank strong and relevant counter-arguments,
   1.4 correctly identify and rank all the salient premises to support the claim, and
   1.5 correctly and completely challenge oppositions’ claims, acknowledge merit when it exists.

3. **Seidman MBA graduates will be prepared to recognize and respond to ethical questions encountered in the practice of business.** They will be able to
   3.1 apply ethical models and theories to decision making,
   1.2 identify the impact of a business action on external constituents,
   1.3 identify the ethical concerns and consequences of a business situation or problem, and
   1.4 identify trade-offs and make a business decisions consistent with stated values.

2. **Seidman MBA graduates will be proficient at finding and using information.** They will be able to
   2.1 acquire the needed information from a variety of credible sources,
   2.2 determine the nature and extent of information needed to answer a specific business question or accomplish a specific business purpose,
   2.3 evaluate information to determine what is useful and credible, and
   2.4 source information correctly.

3. **Seidman MBA graduates will be internationally literate.** They will be able to
   3.1 incorporate cultural issues into the analysis of a business situation,
   3.2 evaluate the business competitiveness of another country, and
   3.3 identify global opportunities and threats of a business scenario.

4. **Seidman MBA graduates will be effective leaders in business organizations.** They will be able to
   4.1 comprehensively and candidly self-assess major strengths and weaknesses [are these personal strengths and weaknesses or those of a company?],
   4.2 incorporate feedback and create an effective climate in the face of ambiguity and change,
   4.3 assess the contexts of problems as a whole and understand interrelationships,
   4.4 demonstrate leadership in a transparent framework, and
   4.5 work effectively with impact and influence.
5. **Seidman MBA graduates will be skilled in strategic analysis.** They will be able to

5.1 Accurately and completely analyzes case using appropriate models
5.2 assess an organization's competitive position and determine its competitive advantage and whether it is sustainable,
5.3 assess an organization's external environment using frameworks and models to guide analysis,
5.4 assess an organization's internal environment using frameworks and models to guide analysis, and
5.5 devise strategic options for an organization, identifying the advantages and disadvantages of each option.
Seidman MSA graduates will be effective accounting researchers. They will be able to
1.1 evaluate and choose best sources of accounting information,
1.2 identify and access relevant accounting standards, rules, and other necessary information,
1.3 analogize from existing accounting rules and guidance to problems not explicitly addressed by current standards or other authoritative sources, and
1.4 reconcile conflicting/ambiguous accounting standards or other authoritative sources.

Seidman MSA graduates will be effective communicators. They will be able to
2.1 deliver an effective formal oral presentation, and
2.2 write focused documents that draw on multiple sources to articulate complex ideas.

Seidman MSA graduates will use enterprise systems to enhance accounting competencies. They will be able to
3.1 retrieve information needed for accounting reports and decisions from automated enterprise systems,
3.2 identify and suggest improvements for control weaknesses in automated enterprise systems, and
3.3 represent enterprise transaction cycles using conceptual models that can be implemented with relational database technology.

Seidman MSA graduates will be prepared to recognize and respond to ethical questions encountered in the practice of accounting. They will be able to
4.1 apply ethical models and theories to decision making,
4.2 make a realistic recommendation about governance procedures that will promote ethical behavior,
4.3 identify ethical concerns and stakeholders in situations encountered by accountants,
4.4 develop a realistic and thoughtful plan about how to behave in an ethical situation, and
4.5 identify the role of the professional accountant in an ethical situation.

Seidman MSA graduates will be internationally literate. They will be able to
5.1 identify how cultural and regulatory differences influence the endorsement of international accounting standards,
5.2 identify how cultural differences influence the setting of accounting standards, and
5.3 identify how cultural differences influence the implementation of International Financial Reporting Standards.

Seidman MSA graduates will be technically competent. They will be able to
6.1 use frameworks and models to comprehend and analyze accounting practices,
6.2 identify and address audit risk, and
6.3 use relevant and reliable measurement and disclosure criteria.

Seidman MSA graduates will be prepared for the CFA examination. The set of MSA students electing to take the CPA exam will:
7.1 Have an average score and an overall pass rate that exceeds the average for all jurisdictions.
7.2 Have an average score and an overall pass rate that exceeds the average for the state of Michigan.
The program is specialized and highly focused; it provides students with the necessary foundation of knowledge and the practical skills necessary to interpret, plan, and communicate proper tax strategies within a dynamic tax environment.

1. **Seidman MST graduates will be prepared to recognize and respond to ethical questions encountered in the practice of tax accounting.** They will be able to
   1.1 demonstrate knowledge of tax professionals’ ethical standards,
   1.2 apply ethical standards to tax decisions,
   1.3 identify and analyze ethical concerns commonly faced by tax accounts, and
   1.4 make a realistic and thoughtful recommendation that is consistent with standards.

2. **Seidman MST graduates will be effective tax communicators, able to prepare a variety of tax communication documents.** They will be able to
   2.1 demonstrate proper structure, grammar, and mechanics,
   2.2 provide a brief and articulate synopsis of tax matters under consideration, and
   2.3 use an audience-appropriate writing style.

3. **Seidman MST graduates will apply substantive tax law about the consequences of distributions from a business entity in the context of real-life or simulated client situations.** They will be able to
   3.1 apply tax law to the classification of various distributions;
   3.2 apply tax law to the determination of the income, gain, or loss resulting from a distribution,
   3.3 apply tax law to the secondary tax issues applicable to distributions, and
   3.4 apply tax law to the tax basis consequences of a distribution.

4. **Seidman MST graduates will apply substantive tax law about the formation of a business entity in the context of real-life or simulated client situations.** They will be able to
   4.1 apply tax law to the amount and nature of income, gain, or loss on formation transactions,
   4.2 apply tax law to the secondary tax issues related to the formation of a business entity,
   4.3 apply tax law to the tax basis consequences of formation transactions,
   4.4 apply tax law to the tax-free formation of a business entity, and
   4.5 apply tax law to the treatment of partial gain recognition and other exceptional formation transactions.

5. **Seidman MST graduates will be strategic tax planners.** They will be able to
   5.1 correctly apply tax authority to a client's situation,
   5.2 effectively analyze client situation and assess client needs in dynamic environments,
   5.3 develop appropriate tax strategies and/or solutions to fit client objectives and needs, and
   5.4 generate and assess all plausible alternatives for a client situation.

6. **Seidman MST graduates will be effective in analyzing and resolving tax problems.** They will be able to
   6.1 effectively assess tax facts,
   6.2 correctly identify tax issues, and
   6.3 apply pertinent tax law to the facts and issues.
FULL-TIME INTEGRATED MASTERS OF BUSINESS ADMINISTRATION (FIMBA)

Learning Goals and Objectives

1. **Seidman FIMBA graduates will be effective writers.**
   They will be able to:
   1.1 Write focused papers that draw on multiple sources to articulate complex ideas.
   1.2 Organize written thoughts into a coherent and organized manner narrative.
   1.3 Follow the APA citation guidelines and correctly cite sources.

2. **Seidman FIMBA graduates will be prepared to analyze and respond to leadership and ethical questions encountered in the practice of business.**
   They will be able to:
   2.1 Compare and make effective connections between ethics, values, and leadership.
   2.2 Integrate current scientific understandings of decision making process.
   2.3 Articulate and implement their own value-driven leadership philosophy.

3. **Seidman FIMBA graduates will integrate international and strategy dimensions in their analysis of business situations.**
   They will be able to:
   3.1 Evaluate value chain issues that managers confront working globally.
   3.2 Apply corporate global strategies within different stages of the business cycle.
   3.3 Identify and develop integrated solutions to global business problems.

4. **Seidman FIMBA graduates will integrate various business disciplines into their business analysis and strategies.**
   They will be able to:
   4.1 Demonstrate basic knowledge of each business discipline.
   4.2 Solve practical problems using various disciplines.
   4.3 In a team, develop a strategic business plan by employing a holistic view of the organization and environment.

5. **Seidman FIMBA graduates will view and analyze an organization as an integrated entity utilizing an ERP platform.**
   They will be able to:
   5.1 Identify the organizational and master data required to configure the enterprise in an ERP system.
   5.2 Describe the key processes essential to effectively operate the enterprise.
   5.3 In a team, configure and execute the key processes essential to effectively operating the enterprise.