1. Business Impact of Information Technology:
   - Understand the role of information technology in management and business.
   - Effectively use information technology to assist in decision making across business disciplines.

2. Communication Skills:
   - Ability to prepare appropriate business and/or information technology documents.
   - Develop public speaking/presentation skills.

3. Critical Thinking:
   - Learn how to use analytical tools to address business and/or information technology issues.

4. Global Perspective:
   - Understand the issues and challenges of managing global enterprises.
   - Apply specific disciplinary knowledge in a global context.

5. Knowledge Acquisition:
   - Mastery of specific business discipline knowledge.
   - Ability to apply course concepts.