



ACCT/BUAD 380x – Introduction to Enterprise Risk Management

Term: Spring 2021
Time: TTh 10:00 am – 11:50 am (online via Zoom)
Units: 4
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Office: ACC 111
Office Phone: 213 821 4144
Email: kjaconi@marshall.usc.edu
Office Hours: Office hours will be held on TTh 4:00 pm – 5:00 pm
and by appointment via Zoom

Course Description

This course is an introduction to enterprise risk management for undergraduate students. An organization faces risks in nearly all activities it undertakes, whether to market a new product, expand an existing business line to a new region, build a factory, engage a supplier, or hire personnel. Individuals able to identify risks across an organization's operations and understand the methods and tools available to analyze, control, and transfer these risks contribute to an organization's success. In addition, communicating these risks clearly, accurately, and timely to executive management, the board of directors, and other enterprise stakeholders is critical to performance. This course aims to develop these skills by providing a basic understanding of risk and risk management processes for those entering into the fields of risk management, insurance, technology, engineering, psychology, urban planning, accounting, auditing (internal and external), operations, and many others.

Learning Objectives

Upon completion of this course, students should be able to:

1. Define the concept of "risk" and how it applies to an organization;
2. Identify and assess significant risks within an organization;
3. Describe the commonly used methods and tools to identify, analyze, control, transfer, and communicate risks;
4. Explain key risk management concepts, including risk acceptance, avoidance, control, and transfer;
5. Write a memorandum to an organization's chief executive officer to communicate a significant risk and recommend measures to control that risk;
6. Create a risk appetite statement setting forth early warning triggers and risk limits to assist management and board members in their understanding of risk trends;
7. Develop a report to communicate key risk information to an organization's board of directors; and

8. Weigh the benefits and challenges of designing and implementing an enterprise risk management program within an organization.

To achieve these learning objectives, we will use a combination of background reading, videos, podcasts, interactive discussion, lecture, guest speakers, and cases.

For how students achieve in this course the Marshall School of Business six undergraduate program learning goals, see Appendix I, and the Leventhal School of Accounting six undergraduate program learning objectives, see Appendix II.

Required Materials

The following books are required materials in the course:

- National Alliance Research Academy (2014). Risk Management Essentials. Texas: National Alliance Research Academy. A paperback edition is available at <https://nationalalliancebooks.com/collections/digital-products/products/risk-management-essentials-2nd-edition>. A digital edition is available at <https://nationalalliancebooks.com/collections/digital-products/products/risk-management-essentials-digital-pdf>.
- Bernstein, P. (1996). Against the Gods: The Remarkable Story of Risk. John Wiley & Sons, Inc. A paperback edition is available at https://www.amazon.com/Against-Gods-Remarkable-Story-Risk/dp/0471295639/ref=sr_1_1?ie=UTF8&qid=1545933600&sr=8-1&keywords=peter+bernstein+against+the+gods.

In the course calendar, “NARA” represents the National Alliance Research Academy’s Risk Management Essentials and “Bernstein” represents Peter Bernstein’s Against the Gods.

Additional materials will be posted to Blackboard. Individual and team assignments will be provided during class sessions or posted to Blackboard.

This syllabus, including the course calendar, may be subject to change.

Prerequisites and/or Recommended Preparation

Although not a formal requirement for this course, regular reading of a general business periodical or newspaper’s financial section will aid in your business education. Students can subscribe to The Wall Street Journal at a discounted student rate at <https://education.wsj.com/students/>. In addition, The Wall Street Journal now offers a daily email feed, the Morning Risk Report, that can be accessed with a subscription. See <https://blogs.wsj.com/riskandcompliance/>.

In addition, you may want to join a risk management group online. You can find several thoughtful risk management groups through LinkedIn (www.linkedin.com) or the Insurance Thought Leadership group (www.insurancethoughtleadership.com). The Risk & Insurance Management Society

(www.rims.org) has an active Los Angeles chapter and provides a variety of resources related to risk management. Reviewing posts relating to risk management from any of these sources can give you a current view on the issues that risk management professionals face on a daily basis.

Course Notes

Course communications will take place through announcements in class, announcements posted to Blackboard, and emails sent through Blackboard. The professor's class presentations and video recordings of class sessions will be posted to Blackboard. All students must have a fully operational Blackboard account.

Technology Requirements

The following equipment and system requirements are recommended to successfully participate in this online course:

- Computer with webcam
- Earphones or headset
- Reliable (preferably high speed) Internet connection
- Current operating system for Windows or Mac
- Current browser
 - Google Chrome
 - Firefox
 - Internet Explorer (not recommended)
 - Safari (Mac)

For technical support students should see:

- **USC Systems** (Blackboard, USC Login, MyUSC, USC Gmail, GoogleApps)

For assistance with USC login or other USC systems, students should call +1 (213) 740-5555 or email Consult@usc.edu. They are open Monday – Friday 9:30 am – 5:00 pm and weekends from 8:00 am – 5:00 pm (all Pacific time).

- **Zoom Video Web Conferencing System** (MarshallTALK)

For assistance using Zoom, students should visit the [Zoom Support Page](#). Students may also call +1 (888) 799-9666 ext. 2. They are available 24/7.

- **Marshall Systems** (MyMarshall, Marshall Outlook email)

For assistance with Marshall systems, students can call +1 (213) 740-3000 Monday – Friday 8:00 am – 6:00 pm (Pacific), email HelpDesk@marshall.usc.edu, or use the self-help service portal as

shown below. The portal allows students to get immediate assistance by searching for the information needed. Students can also use it to chat with a technician or input a request. To access the service portal, students should follow these steps:

- On a computer or mobile device, go to MyMarshall Home Page and click the “Help” link on the upper right.
- Log in using your Marshall username and password.

If a student’s computer does not have Microsoft Word, the Office 365 package is available to students free of charge and allows students to install Word, Excel, PowerPoint, Outlook, OneNote, Publisher, and Access on up to five PCs or Macs and Office apps on other mobile devices, including tablets. Office 365 also includes unlimited cloud storage on OneDrive. To download Office 365, students should log into their student (University) email through a web browser, choose Settings (top right corner), and select software. If students have further questions or need help with the software, students should contact the USC ITS service portal.

Grading Policies

Your relative performance related to contribution and professionalism, discussion board, minute papers, guest speaker questions and take-aways, the individual exercises (chief executive officer memorandum, risk appetite statement), the team presentation (board risk report), and final exam presentation (course take aways) will determine your grade in this class. The weights listed below determine your overall course grade for this class:

Assignments	Points	Weight
Contribution and Professionalism	90	11.25%
Discussion Board (10 Assignments)	50	6.25%
Minute Papers	50	6.25%
Guest Speaker Questions and Take-Aways (5 points each)	30	3.75%
Individual Exercise (CEO Memo)	150	18.75%
Individual Exercise (Risk Appetite Statement)	150	18.75%
Team Presentation (Board Risk Report)	250	31.25%
Final Exam Presentation (Course Take-Aways)	30	3.75%
Total	800	100%

Final grades represent how you performed in the class relative to other students. Your grade will not be based on a mandated target, but on your performance. Three items are considered when assigning final grades:

1. Your average weighted score as a percentage of the available points for all assignments (the points you receive divided by the number of points possible);
2. The overall average percentage score within the class; and
3. Your ranking among all students in the class.

The grade of “W” is allowed only if a student withdraws after the official add period and before the end of the drop period during the semester. The grade of incomplete (IN) can be assigned only if there is work not completed because of a documented illness or unforeseen emergency occurring after the drop period of the semester that prevents the student from completing the semester. An “emergency” is defined as a serious documented illness or an unforeseen situation that is beyond the student’s control that prevents a student from completing the semester. Prior to the end of the drop period, the student still has the option of dropping the class so incompletes will not be considered. Arrangements for completing an IN must be initiated by the student and agreed to by the instructor prior to the final examination. All work required to replace the IN with a final grade must be completed within one calendar year from the date the IN was assigned. If the student does not complete the work within the year, the IN will automatically be converted to a grade of F.

Assignments and Grading Detail

Expectations regarding your performance are as follows:

Contribution and Professionalism

Contribution and professionalism are integral components of this course. Unless accommodated due to time zones as described below, students are required and expected to attend and participate actively in all synchronous Zoom class sessions. In each circumstance that the student needs to be absent, the student is expected to notify the professor prior to the start of class. Failure to notify the professor results in a reduction of points. If an emergency situation or illness arises, the student should take care of himself or herself or the loved one and notify the professor as soon as practicable.

While contribution and professionalism are not graded based on attendance only, attendance is a prerequisite for receiving a positive contribution and professionalism grade. High-quality contributions and professionalism include, but are not limited to: thoughtfully responding to the professor’s prompts; asking questions; answering other students’ questions; sharing personal or professional experiences related to course content; actively participating in in-class team exercises; demonstrating respectful and courteous behavior towards class members during class discussions and team exercises; and arriving to class on time.

Given the online nature of this course, professionalism will also be based on the following netiquette expectations.

Students should:

- Log into class early or promptly.
- Arrange to attend class with a reliable internet connection and without distractions.

- Have cameras on during the synchronous Zoom class sessions. Students should advise the professor if they have circumstances under which they will not be able to meet these expectations.
- Dress respectfully.
- If using a virtual background, keep it respectfully professional.
- Display both your first and last name during synchronous class sessions.
- Respectfully minimize distractions by muting and or turning off video if necessary and when appropriate.
- Engage in appropriate tone and language with instructors and classmates.

Students should not:

- Engage in a simultaneous activity not related to the class.
- Interact with persons who are not part of the class during the class session.
- Leave frequently or not be on camera for extended periods of time.
- Have other persons or pets in view of the camera.

Time Zone Accommodation. For students who are located in a time zone where the synchronous Zoom class sessions fall outside the window of 7:00 am to 10:00 pm in their local time zone, please contact the professor. Such students will not be penalized for not attending the live Zoom class sessions. The Zoom class sessions will be recorded and posted on Blackboard, and students will be responsible for watching the recorded sessions. Any synchronous assessments will be scheduled for students to be able to complete the assessments between 7:00 am and 10:00 pm in their local time zone.

Discussion Board

Several Discussion Board assignments posted to Blackboard will be used to engage students in social learning. These assignments provide opportunities for students to post thoughtful reflections on assigned topics or questions, as well as to consider and respond to classmates' posts on these topics or questions. Discussion Board assignments evidencing thoughtful reflections, fulfilling all of the stated requirements, and submitted on time will receive the full five points. A Discussion Board assignment fulfilling most, but not all, of the stated requirements and/or posted after the deadline but before the start of the next class session will receive a reduction of two points. A Discussion Board assignment not fulfilling most of the stated requirements and/or posted after the start of the next class session will receive no points.

Minute Papers

Minute papers provide opportunities for students to quickly (typically, in one to three minutes) organize their thoughts and respond to a significant question or evaluate the most important or surprising facts introduced during a class session. Minute papers reflecting an understanding of

the issues presented will receive the full five points. Minute papers reflecting a partial understanding of the issues presented will receive half the points. Minute papers reflecting no understanding of the issues presented will receive no points.

Guest Speaker Questions and Take-Aways

We will have several guest speakers during the semester. For particular guest speakers, students will be required to submit by 8:00 pm Pacific the day before the guest speaker's appearance in the class session two questions on the materials provided for that class session. Questions reflecting a thorough review of the materials and submitted on time will receive the full four points. Questions submitted after the deadline, but before the start of the relevant class session will receive a reduction of two points. Questions submitted after the start of the relevant class session will receive no points. Student will also be required to submit one take-away regarding the guest speaker session after the class session and no later than 8:00 pm Pacific the day prior to the next class session. Take-aways reflecting new facts, issues, and considerations that are key to understanding the guest speaker presentation and discussion and submitted on time will receive the full one point. A take-away submitted after the deadline, but before the start of the next class session will receive a reduction of half a point. A take-away submitted after the start of the next class session will receive no points.

Individual Exercises

The individual exercises will be posted to Blackboard and discussed during a relevant class session. Each student must complete these exercises without collaboration with others. Individual exercises are meant to test the student's understanding of the material recently covered during the course. Superficial answers that only demonstrate a topical understanding of the material will be graded accordingly. The first individual exercise requires the student to write a memorandum to a public company's chief executive officer to communicate a significant risk and recommend measures to control that risk. The second individual exercise requires the student to create a risk appetite statement setting forth early warning triggers and risk limits for a particular risk a public company faces.

Team Presentation (Board Risk Report)

The team presentation assignment will be discussed during a class session towards the end of the semester. The assignment is a research-based project that will require each team to evaluate a public company and produce a presentation to the company's board of directors on the top five risks and an emerging risk the company faces and the implementation of an enterprise risk management program for that company. This presentation will include identifying key risks of the company, an assessment of the impact and likelihood of the risks, recommendations on how to manage the identified risks, and an update on the status of building out the organization's enterprise risk management program. Each team will orally provide the presentation to classmates and

any guests attending the particular class session and submit the presentation to the professor on the day prior to the day of the first set of team presentations.

Final Exam Presentation (Course Take-Aways)

In lieu of a final exam, each student will develop and deliver on the appointed date and time of the final exam (May 11, 11:00 am – 1:00 pm Pacific) a presentation on overall course take-aways. This assignment will be discussed during a class session towards the end of the semester. This assignment provides students the opportunity to reflect on the readings and other background materials, guest speakers, case studies, and individual and team exercises, which have been most meaningful to them and share their thoughts with their classmates and professor.

Add/Drop Process

Students may drop via Web Registration to receive a refund at any time prior to **February 5**. Please note that if a student drops after **February 5** the student's STARS report and student record will show a "W" for the class. Students may add the class as space becomes available via Web Registration through **February 5**.

Dates to Remember:

Last day to add classes or drop without a "W"	February 5
Last day to change enrollment from P/NP to Letter Grade	April 30
Last day to drop with "W"	April 30

Retention of Graded Coursework

All graded work which affected the course grade will be retained for one year after the end of the course *if* the graded work has not been returned to the student. If a graded paper is returned to the student, it is the student's responsibility to file it.

Recordings

No student may record any lecture, class discussion, or meeting with the professor without the professor's prior express written permission. The word "record" or the act of recording includes, but is not limited to, any and all means by which sound or visual images can be stored, duplicated, or retransmitted whether by an electro-mechanical, analog, digital, wire, electronic, or other device or any other means of signal encoding. The professor reserves all rights, including copyright, to lectures, course syllabi, outlines of class sessions, and related materials, including summaries, PowerPoints, prior exams, answer keys, and all supplementary course materials available to the students enrolled in this class whether posted to Blackboard or otherwise. They may not be reproduced, distributed, copied, or disseminated in any media or in any form, including but not limited to all course note-sharing websites. Exceptions are made for students who have made prior arrangements with Disability Services and Programs (DSP) and the professor.

Statement on Academic Conduct

Students are expected to make themselves aware of and abide by the University community's standards of behavior as articulated in the [Student Conduct Code](#). Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, "Behavior Violating University Standards" <https://policy.usc.edu/scampus-part-b/>. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Support Systems

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call

suicidepreventionlifeline.org

Free and confidential emotional support provided 24 hours a day, 7 days per week to people in suicidal crisis or emotional distress.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355 (WELL), press "0" after hours – 24/7 on call

studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) – (213) 740-5086 | Title IX - (213) 821-8298

equity.usc.edu, titleix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776

dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. If a student has a disability which may impact the student's performance, attendance, or grades in this course and require accommodations, the student must first register with the Office of Disability Services and Programs (DSP) (www.usc.edu/disability). DSP provides certification for students with disabilities and helps arrange the relevant accommodations. Any student requesting academic accommodations based on a disability is required to register with DSP each semester. A letter of verification for approved accommodations can be obtained from DSP. The letter must be delivered to the professor as early in the semester as possible. DSP is located in GFS (Grace Ford Salvatori Hall) 120 and is open 8:30 am – 5:00 pm, Monday through Friday. The phone number for DSP is (213) 740-0776. Email: ability@usc.edu.

USC Campus Support and Intervention - (213) 821-4710

<https://uscса.usc.edu/>

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs, and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.

Course Calendar

The course calendar is set forth below. For a detailed outline of class sessions, see Blackboard. Note this course calendar is subject to change.

Class Session	Date	Topics	Advanced Required Readings	Deliverables and Due Dates
Part I: Introduction				
1	1/19	Course Objectives	Syllabus and Outline of Class Sessions	
2	1/21	What is Risk?	NARA, Ch. 1, pp. 3-6 Blackboard Materials	
3	1/26	The History of Risk (Management)	NARA, Ch. 1, pp. 3-4 Bernstein, Introduction, pp. 1-8, and Ch. 1, pp. 11-22 Blackboard Materials	
4	1/28	Overview of Risk Management	NARA, Ch. 1, pp. 7-9, pp. 12-16 Blackboard Materials	
Part II: Risk Identification				
5	2/2	Identifying Risks: The Foundation of Successful Risk Management	NARA, Ch. 2, pp. 17-28	Discussion Board Assignment Due 2/1 at 8:00 pm
6	2/4	Factoring in Risks from the Annual Report	Blackboard Materials	
7	2/9	Using the MD&A and the Financial Statements to Identify Risk	NARA, Ch. 4, pp. 39-74	Discussion Board Assignment Due 2/8 at 8:00 pm
8	2/11	What the Notes Can Tell Us	NARA, Ch. 4, pp. 74-101	Discussion Board Assignment Due 2/10 at 8:00 pm
Part III: Risk Analysis				
9	2/16	The Perception of Risk	Blackboard Materials	
10	2/18	The Art of Forecasting	NARA, Ch. 5, pp. 105-13 Blackboard Materials	
11	2/23	Craps, Black Swans, and Certainty But Only for the Most Part	NARA, Ch. 8, pp. 145-156 Bernstein, Ch. 3, pp. 39-56 Blackboard Materials	Discussion Board Assignment Due 2/22 at 8:00 pm
12	2/25	Network Theory, Systemic Risk, and Risk in a Digital and Interconnected Age	Blackboard Materials	Discussion Board Assignment Due 2/24 at 8:00 pm
13	3/2	Risk Assessment in Practice	Blackboard Materials	Discussion Board Assignment Due 3/1 at 8:00 pm
Part IV: Risk Control				
14	3/4	Workplace Violence	NARA, Ch. 12, pp. 220-222 Blackboard Materials	Guest Speaker Questions Due 3/3 at 8:00 pm

15	3/9	The Basics of Risk Controls	NARA, Ch. 10, pp. 179-184 Blackboard Materials	Discussion Board Assignment Due 3/8 at 8:00 pm
Part V: Risk Financing				
16	3/11	Introduction to Risk Financing	Blackboard Materials	
17	3/16	Views from the Insurance Industry: A Panel Discussion	Blackboard Materials	Guest Speaker Questions Due 3/15 at 8:00 pm
18	3/18	Is “#MeToo” Covered and Other Board of Director and Officer Liability Questions	NARA, Ch. 12, pp. 222-228, and Ch. 24, pp. 461-471 Blackboard Materials	Guest Speaker Questions Due 3/17 at 8:00 pm; CEO Memorandum Due 3/17 at 12:00 pm
	3/23	Wellness Day		
19	3/25	Culture, Captives, and COVID at the Pirates of the Caribbean’s Mother Ship	NARA, Ch. 18, pp. 346-349 and pp. 356-358 Blackboard Materials	Guest Speaker Questions Due 3/24 at 8:00 pm
Part VI: Risk Administration				
20	3/30	Governing, Monitoring, and Report- ing Risk	Blackboard Materials	Discussion Board Assignment Due 3/29 at 8:00 pm
Part VII: Enterprise Risk Management Applied				
21	4/1	Enterprise Risk Management: Defini- tion and Framework	Blackboard Materials	Discussion Board Assignment Due 3/31 at 8:00 pm
22	4/6	Graying the Black Swans through Business Continuity Planning	Blackboard Materials	Risk Appetite Statement Due 4/5 at 12:00 pm
23	4/8	The Convergence of Ethics, Culture, and Risk Management	Blackboard Materials	Discussion Board Assignment Due 4/7 at 8:00 pm
24	4/13	Friending Risk Management at Face- book	Blackboard Materials	Guest Speaker Questions Due 4/12 at 8:00 pm
25	4/15	Strategy and Risk Management at the Office, the Mall, and the Warehouse	Blackboard Materials	Guest Speaker Questions Due 4/14 at 8:00 pm
26	4/20	Team Presentations		Team Presenta- tions Due 4/19 at 6:00 pm; Team

				Presentations in Class
	4/22	Wellness Day		
27	4/27	Team Presentations		Team Presentations in Class
28	4/29	Team Presentations		Team Presentations in Class
	5/11 (11:00 am – 1:00 pm)	Final Exam Presentations		

Appendix I



**How ACCT/BUAD 380x Contributes to Student Achievement of
Marshall's Six Undergraduate Program Learning Goals**

Goal	Marshall Program Learning Goal	Course Objectives Supporting This Goal
1	<p>Our graduates will demonstrate critical thinking skills so as to become future-oriented problem solvers, innovators, and decision makers in diverse and rapidly changing business environments. Specifically, students will:</p> <p>1.1 Demonstrate the ability to anticipate, identify, and solve business problems. They will be able to identify and assess central problems, identify and evaluate potential solutions, and translate a chosen solution to an implementation plan that considers future contingencies.</p> <p>1.2 Demonstrate the ability to be accurate, clear, expansive (thorough, detailed) and fair-minded in their thinking.</p> <p>1.3 Critically analyze concepts, theories, and processes by stating them in their own words, understanding key components, identifying assumptions, indicating how they are similar to and different from others, and translating them to the real world.</p> <p>1.4 Be effective at gathering, storing, and using qualitative and quantitative data and at using analytical tools and frameworks to understand and solve business problems.</p> <p>1.5 Understand the concepts of critical thinking, entrepreneurial thinking, and creative thinking as drivers of innovative ideas.</p>	1-8
2	<p>Our graduates will develop people and leadership skills to promote their effectiveness as business managers and leaders in the 21st century's evolving work and organizational structures. Specifically, students will:</p> <p>2.1 Recognize, understand, and analyze the roles, responsibilities, and behaviors of effective managers and leaders in diverse business contexts e.g., functionally diverse, culturally diverse, geographically diverse, etc.</p> <p>2.2 Understand factors that contribute to effective teamwork including how to elicit, manage, and leverage diverse perspectives and competencies.</p> <p>2.3 Recognize, understand, and analyze the motivations and behaviors of stakeholders inside and outside organizations (e.g., teams, departments, consumers, investors, auditors).</p>	2-8
3	<p>Our graduates will be effective communicators to facilitate information flow in organizational, social, and intercultural contexts. Specifically, students will:</p> <p>3.1 Identify and assess diverse personal and organizational communication goals and audience information needs.</p> <p>3.2 Demonstrate an ability to gather and disseminate information and communicate it clearly, logically, and persuasively in professional contexts.</p> <p>3.3 Understand individual and group communications patterns and dynamics in organizations and other professional contexts.</p>	3-8
4	<p>Our graduates will demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities, and aspire to add value to society. Specifically, students will:</p> <p>4.1 Recognize ethical challenges in business situations and assess appropriate courses of action.</p>	2,3

Goal	Marshall Program Learning Goal	Course Objectives Supporting This Goal
	4.2 Understand professional codes of conduct.	
5	<p>Our graduates will develop a global business perspective. They will understand how local, regional, and international markets and economic, social, and cultural issues impact business decisions so as to anticipate new opportunities in any marketplace. Specifically, students will:</p> <p>5.1 Understand that stakeholders, stakeholder interests, business environments (legal, regulatory, competitor), and business practices vary across regions of the world.</p> <p>5.2 Understand how local, regional, and global markets interact and are impacted by economic, social, and cultural factors.</p>	2, 3, 5, 6, 7, 8
6	<p>Our graduates will understand types of markets and key business areas and their interaction to effectively manage different types of enterprises. Specifically, students will:</p> <p>6.1 Demonstrate foundational knowledge of core business disciplines, including business analytics and business economics.</p> <p>6.2 Understand the interrelationships between functional areas of business so as to develop a general perspective on business management.</p> <p>6.3 Apply theories, models, and frameworks to analyze relevant markets (e.g. product, capital, commodity, factor, and labor markets).</p> <p>6.4 Show the ability to utilize technologies (e.g., spreadsheets, databases, software) relevant to contemporary business practices.</p>	3-8

Appendix II



**How ACCT/BUAD 380x Contributes to Student Achievement of
Leventhal School of Accounting's Undergraduate Accounting Program
Student Learning Objectives**

Objective	Learning Objective		Course Objective Supporting This Goal
OBJECTIVE 1	Technical Knowledge	Students will demonstrate technical proficiency in the accounting discipline, including the use of technical accounting knowledge to help solve problems and make decisions.	3
OBJECTIVE 2	Research, Analysis and Critical Thinking	Students will demonstrate the ability to critically analyze, synthesize, and evaluate information for decision-making in the local, regional, and global business environment.	1-8
OBJECTIVE 3	Ethical Decision Making	Students will demonstrate an understanding of ethics, ethical behavior, and ethical decision-making.	2, 3
OBJECTIVE 4	Communication	Students will demonstrate the ability to communicate ideas both orally and in writing in a clear, organized, and persuasive manner.	2-8
OBJECTIVE 5	Leadership, Collaboration and Professionalism	Students will demonstrate leadership skills and the ability to work cooperatively and productively to accomplish established goals.	7, 8
OBJECTIVE 6	Technology	Students will demonstrate an understanding of technology issues and utilize relevant technology tools and applications to gather and evaluate information, analyze and solve problems, work interactively with other people, and develop and present conclusions.	3, 5-8