

**Certificate in Business Administration (CBA): Learning Goals and Objectives**  
**Approved by LSBE Senate on November 13, 2015**

**Goal 1:** Understand the accounting and financial basis of business management.

LO1A: Demonstrate an understanding of Finance fundamentals.

LO1B: Demonstrate an understanding of Accounting fundamentals.

**Goal 2:** Understand the basic quantitative approaches to solving business problems.

LO2A: Demonstrate an understanding of Operations Management fundamentals.

LO2B: Demonstrate an understanding of Statistics fundamentals.

**Goal 3:** Understand the language and core concepts in management, marketing, and economics.

LO3A: Demonstrate an understanding of Organizational Management fundamentals.

LO3B: Demonstrate an understanding of Human Resource Management fundamentals.

LO3C: Demonstrate an understanding of Economics fundamentals.

LO3D: Demonstrate an understanding of Marketing fundamentals.