1. Use oral, written and nonverbal communication to effectively and positively express ideas, solve business problems and transfer business information.

2. Evaluate the impact of internal and external systems on business and business success.

3. Analyze individual and group behaviors and their impact within business organizations.

4. Analyze the influence of technology on business.

5. Evaluate and apply service excellence concepts and skills to internal and external customers.

6. Use basic accounting principles to analyze and evaluate business decisions.

7. Use basic financial principles to analyze and evaluate business financial decisions.