



Objectives for the HLGU ADVANCE Business Management Major

Statement of Mission and Purpose:

The mission of Hannibal-LaGrange University is to provide an excellent education in both liberal arts and professional disciplines in a distinctively Christian environment that integrates Christian faith and learning in preparing graduates for personal and career effectiveness.

The mission of the ADVANCE Business Management program is to provide an excellent education in the field of organizational management in a distinctively Christian environment, that integrates Christian faith and learning in preparing graduates for personal and career effectiveness.

Objectives for the ADVANCE Business Management major:

1. Business Management majors will demonstrate group and organizational dynamics that will increase their effectiveness in organizations.
2. The Business Management major will demonstrate knowledge and understanding of the marketing environment, organizational vision (strategic plan), and the strategic marketing plan.

**Our purpose is to help you discover
God's purpose for your life.**