



## **Objectives for the 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 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 Business Management major:**

1. Business Management majors will demonstrate group and organizational dynamics that will increase their effectiveness in organizations.
2. Business Management majors will demonstrate a basic knowledge in each assessed area - Accounting, Finance, Economics, and Statistics.
3. Business Management majors will demonstrate knowledge and understanding of the marketing environment, organizational vision (strategic plan), and the strategic marketing plan.
4. Business Management majors will demonstrate knowledge and understanding of modern day law and how it pertains to business activity.

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