

BSBA Program Learning Goals and Objectives

(Revised December 7, 2012)

- I. Students have basic competencies in business related disciplines.
 - (a) Students will demonstrate the discipline-based knowledge in accounting, economics, finance, information systems, international business, management, marketing, operations, and statistics.
 - (b) Students will demonstrate the ability to integrate the knowledge of different functional areas into effective business solutions.

- II. Students demonstrate effective communication skills.
 - (a) Students will create well-written documents on a business topic;
 - (b) Students will deliver an effective oral presentation on a business topic.

- III. Students demonstrate the ability to analyze business situations.
 - (a) Students will solve business problems using appropriate quantitative and analytical techniques and technologies;
 - (b) Students will demonstrate the ability to identify and analyze alternatives in a business context;
 - (c) Students will demonstrate the ability to articulate and defend a course of action.

- IV. Students develop team skills that facilitate achievement of organizational goals.
 - (a) Students will work effectively in culturally and ethnically diverse teams demonstrated by the ability to contribute to the team's performance, interact positively with teammates, keep the team on track, maintain high standards for team performance, and by having the necessary knowledge, skills, and abilities to help the team succeed.

- V. Students understand the ethical issues related to the operation of business including sustainability.
 - (a) Students will identify key concepts in business ethics;
 - (b) Students will recognize the ethical dilemmas in specific business cases;
 - (c) Students will analyze how ethical issues can affect the interests of different stakeholders;
 - (d) Students will propose a business solution to the ethical dilemmas;
 - (e) Students will be aware of sustainability issues in business.

- VI. Students understand the issues related to the operation of global business
 - (a) Students will recognize the relevant global issues including legal, political, social and cultural factors in specific management situations;
 - (b) Students will analyze the impact of the global issues such as legal, political, social and cultural factors in specific management situations;
 - (c) Students will demonstrate the ability to propose business solutions based on the analysis of global issues including legal, political, social and cultural factors.