

## **BSBA Program Learning Goals and Objectives**

(Revised Spring 2021)

- I. Students have basic competencies in business-related disciplines.
  - (a) Students will demonstrate 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;
  - (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;
  - (d) Students will apply appropriate information systems and technologies to solve business problems.
  
- IV. Students demonstrate the ability to work effectively in diverse teams that embrace equality and inclusion.
  - (a) Students contribute effectively to accomplishing teams' goals;
  - (b) Students leverage diverse viewpoints by communicating effectively and respectfully with teammates from different backgrounds;
  - (c) Students demonstrate the ability to be effective team leaders.
  
- V. Students demonstrate the ability to solve business problems with ethical and environmental implications.
  - (a) Students identify the ethical dilemmas inherent in the operation of a business and explore company performance from a triple bottom line perspective: social, environmental, and financial;
  - (b) Students demonstrate ethical decision-making and analytical skills through cases and projects that focus on each of the stakeholder categories and identify sustainable solutions that account for a triple bottom line.
  
- VI. Students demonstrate the ability to develop global business solutions through analyzing legal, political, social, and cultural factors.