

BSBA Program Learning Goals and Objectives

(Revised Spring 2021)

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;
- (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 an 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 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.