

BSBA Learning Goals and Objectives

Goal 1: Professional Proficiency	<p>1. Students graduating with a degree in business administration will have acquired the necessary skills and knowledge to meet professional competencies as business professionals and global citizens.</p> <p>2. Students will demonstrate:</p> <ul style="list-style-type: none"> - An understanding of the history and vocabulary unique to business disciplines. - Knowledge of procedures, concepts, and technical business skills through practical application (forecasting, budgeting, financial statement analyses, business plans, strategic planning). - The ability to read and interpret financial statements in the decision-making process. - Effective team work and collaborative skills in a simulated business environment.
Goal 2: Critical Thinking/Problem Solving	<p>1. Students will effectively evaluate and resolve business or other contemporary challenges using appropriate problem-solving methodology demonstrating good decision-making skills and application of knowledge.</p> <p>2. Students will correctly apply analytical techniques to analyze and solve quantitative financial, managerial, and statistical problems and exercises.</p>
Goal 3: Communication	<p>1. Students graduating with a degree in business administration will demonstrate competency in oral and written communication skills.</p> <p>2. Students will prepare in proper format and style the following documents: A Business Report (one to two pages); Business Memo; Research Report; Presentation</p> <p>3. Students will deliver an effective oral presentation on a business and/or professional topic.</p>
Goal 4: Information Technology	Students will demonstrate proficiency in the use of computers and software to manage information with statistical analysis, spreadsheet, data base, and other appropriate applications.
Goal 5: Ethics	<p>1. Students graduating with a degree in business administration will demonstrate an understanding of the legal environment and ethical standards of business and an awareness of the implications of their behavior and actions as a business professional.</p> <p>2. Students will apply an appropriate framework for examining ethical dilemmas and be able to (1) identify ethical issues and stakeholders, (2) evaluate alternative course(s) of action, and (3) formulate an appropriate action plan.</p>
Goal 6: Degree Program Writing Competency	Students will create written business and professional documents in appropriate style and format.