

BBA Degree Learning Outcomes

Goal 1: Graduates will be effective communicators.

- ◆ Develop a clear and concise topic statement of the issues to be addressed.
- ◆ Explain the approach taken to evaluate an issue relating to a business topic.
- ◆ Summarize the results of the analysis of an issue in a clear set of conclusions.
- ◆ Present the topic in a professional manner.

Goal 2: Graduates will demonstrate critical thinking skills.

- ◆ Present, assess, and analyze appropriate supporting data/evidence relating to the problem or issue.
- ◆ Identify and assess conclusions, implications, and consequences that support decision making.
- ◆ Identify the problem and then formulate a summary.

Goal 3: Graduates will be knowledgeable about ethical factors in the business environment.

- ◆ Identify a dilemma relating to a potentially unethical behavior.
- ◆ Formulate stakeholders that are affected by a potentially unethical behavior.
- ◆ Analyze alternatives and identify consequences that result from unethical behavior.

Goal 4: Graduates will be knowledgeable about the global business environment.

- ◆ Demonstrate awareness of the economic, social and cultural environments within which international businesses operate.
- ◆ Demonstrate awareness of the political and technological environments within which international businesses operate.
- ◆ Demonstrate awareness of the legal, institutional and financial types of international transactions that are components of global business operations.

Goal 5: Graduates will be proficient users of business presentation and analysis technology.

- ◆ Demonstrate analytical skills and technological expertise while developing and presenting business information.
- ◆ Utilize internet technology to perform queries and searches to locate relevant and accurate information.
- ◆ Use computer software tools to organize data for analysis to solve business problems.