# 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.