

BBA Degree Learning Outcomes

Goal 1: Communication - Each student will be an effective communicator.

- ◆ 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.
- ◆ Synthesize and report written and oral conclusions in a rational, persuasive manner.
- ◆ Create an effectively written or oral report using appropriate analytic tools and presentation software (e.g., SPSS, Microsoft Excel, Microsoft PowerPoint).

Goal 2: Critical Thinking – Each student will demonstrate critical thinking skills.

- ◆ Identify and summarize the important aspects of an issue and then determine relationships that are integral to analysis of the problem.
- ◆ 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.
- ◆ Identify other perspectives in the problem that are important to determination of the solution.

Goal 3: Ethical Understanding – Each student 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.
- ◆ Select an appropriate course of action in order to avoid unethical behavior.
- ◆ Demonstrate understanding of major ethical concerns.

Goal 4: Global Understanding – Each student 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.
- ◆ Demonstrate awareness about how contemporary international events influence global business.
- ◆ Demonstrate understanding about basic domestic, international, and host country laws and regulations regarding human rights and other labor related issues.

Goal 5: Presentation and Analysis – Each student will be a proficient user of business presentation and analysis technology.

- ◆ Demonstrate analytical skills and technological expertise while developing and presenting business information.
- ◆ Demonstrate knowledge of computer hardware and software, networks, databases, the internet, and electronic commerce.
- ◆ Utilize internet technology to perform queries and searches to locate relevant and accurate information.
- ◆ Create substantial and/or multiple presentations using text, graphics, and animation.
- ◆ Use computer software tools to organize data for analysis to solve business problems.
- ◆ Utilize business presentation software to effectively portray ideas in a structured presentation format.