

BSBA Program Learning Goals and Objectives

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Goal 1.0 – Demonstrate Business Disciplinary Competence	
Objective 1.1	Knowledge in the key business disciplines. Key business disciplines shall include accounting, economics, finance, management, and marketing.
Goal 2.0 – Show an Awareness of the Ethical Dimensions of Business Issues	
Objective 2.1	Knowledge and ability to examine ethical issues in business
Objective 2.2	An understanding of the social forces shaping the environment of business
Goal 3.0 – Communicate Effectively Orally and in Written Form	
Objective 3.1	Demonstration of effective oral communication skills
Objective 3.2	Demonstration of effective written communication skills
Goal 4.0 – Demonstrate Analytical Thinking Skills	
Objective 4.1	Interpretation of evidence
Objective 4.2	Identification and evaluation of points of view
Objective 4.3	Formulation of warranted, non-fallacious conclusions
Goal 5.0 – Understand Global Issues in the Functional Areas of Business	
Objective 5.1	Understanding the forces affecting businesses that operate in the global economy
Goal 6.0 – Demonstrate Effective Use of Technology and Data Analysis	
Objective 6.1	Demonstration of communication and presentation technologies used in the business environment
Objective 6.2	Understanding of and ability to use common methods of statistical inference
Objective 6.3	Understanding of data analysis and its use in business decision making