LEARNING GOALS

Bachelor of Business Administration Program

The four main learning goals of the BBA program seek to assure students will:

1. Understand critical business concepts.
2. Apply critical thinking to business problems.
3. Demonstrate effective oral and written communication.
4. Understand the ethical, legal, and social responsibilities of individuals and organizations.

Specific learning objectives include:

1. **Understand critical business concepts**
   - a. Apply a core body of discipline-specific knowledge to business situations.
   - b. Recognize the competitive and operational role of organizational information systems.
   - c. Apply quantitative analysis and interpretation to business problems.

2. **Apply critical thinking to business problems**
   - a. Interpret an enterprise-wide case study and recommend solutions.
   - b. Use cross-disciplinary knowledge to identify problems and their causes, generate alternative solutions, and arrive at reasoned conclusions.
   - c. Use information technology to analyze and implement business decisions.

3. **Demonstrate effective oral and written communication**
   - a. Formulate reasoned arguments orally.
   - b. Formulate reasoned arguments in written communication.
   - c. Apply team-work and communication skills to present and support conclusions.

4. **Understand the ethical, legal, and social responsibilities of individuals and organizations.**
   - a. Understand ethical issues.
   - b. Assess the impact of managers and employees as agents, including the impact of their decisions on the organization, its stockholders, its employees, its customers and the community-at-large.
   - c. Apply stakeholder analysis to social and business issues and consider and evaluate possible conflicts of interests.