

BA in Business
Program Goals and Student Learning Outcomes

Program Specific

Program Goal 1: Equip students with knowledge and skills in and across the main functional areas of business.

Student Learning Outcomes:

Students will be able to

- 1.1 Define and describe fundamentals of Accounting, Finance, Economics, Marketing and Communications, Operations, Organizational Behavior and Management, Information Technology, and Quantitative Methods.
- 1.2 Apply relevant theoretical frameworks and tools from these areas to business situations.
- 1.3 Integrate knowledge across functional areas to formulate and implement business decisions.

Program Goal 2: Develop creative and critical thinking and decision making skills for complex business problems, supported by the appropriate use of analytical and quantitative techniques.

Student Learning Outcomes:

Students will be able to

- 2.1 Identify and analyze business opportunities and challenges, and recommend evidence-based solutions.
- 2.2 Appropriately collect and select data, apply analytic techniques, and develop well-reasoned conclusions.
- 2.3 Exercise independent judgment, and design creative and innovative strategies to obtain competitive advantage.

Program Goal 3: Prepare students for careers and advanced studies in a wide range of business disciplines.

Student Learning Outcomes:

Students will be able to

- 3.1 Perform business tasks with the interpersonal skills and professional demeanor demanded in business settings.
- 3.2 Identify and address the strengths and weaknesses of a team, and work effectively in interdisciplinary and multicultural teams.
- 3.3 Appropriately weigh the ethical, legal and social concerns of stakeholders in business decision making taking into account corporate responsibility, environmental sustainability and the regional and global nature of business.
- 3.4 Engage in advanced study and career advancement in their chosen fields of business.

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University-Wide / General Education

Goal 4: Develop articulate, conscientious leaders and problem solvers who are committed to contributing to their fields and society.

Student Learning Outcomes:

Students will be able to

- 4.1 Produce and deliver written and oral presentations, and communicate with specialists and non-specialists using appropriate media and technology.
- 4.2 Think critically and creatively, conceptualizing real-world problems from different perspectives.
- 4.3 Work productively in diverse teams, and solve problems collaboratively.

Goal 5: Provide students with a broad foundation of knowledge and skills and cultivate a commitment to life-long learning.

Student Learning Outcomes:

Students will be able to

- 5.1 Use common software and information technology to pursue inquiry relevant to their academic and professional fields, and personal interests.
- 5.2 Weigh evidence and arguments, and appreciate and engage in diverse modes of inquiry characteristic of historical, cultural, political, economic, and quantitative disciplines.
- 5.3 Properly document and synthesize existing scholarship and data, keep current with developments, conduct independent research, and discover and learn new material on their own.