

LEARNING GOALS/BBA APPROVED

Analytical and Technological Skills	Students will possess the quantitative, technological, analytical and critical thinking skills to evaluate issues faced in business and professional careers.
Communication Skills: Oral	Students will have the necessary oral communication skills to convey ideas and information effectively and persuasively
Communication Skills: Written	Students will have the necessary written communication skills to convey ideas and information effectively and persuasively.
Civic Awareness and Ethical Decision-making	Students will have the knowledge base and analytical skill to guide them when faced with ethical dilemmas in business. Students will have an awareness of political, civic and public policy issues affecting business.
Global Awareness	Students will know how differences in perspectives and cultures affect business practices around the world.
General Education	Students will acquire a foundation in the sciences, the arts, and the social sciences.
Business Knowledge/Integrative Abilities	Students will have knowledge of the basic disciplines in business management, and be able to apply and integrate that knowledge effectively in problem specification and problem solving.
Proficiency in a Single Discipline	Students will possess a deep understanding of and intellectual competence in at least one business discipline.

