Proposed LEARNING GOALS/BBA Revision
2/18/10

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<tbody>
<tr>
<td>Analytical Skills</td>
<td>Students will possess the analytical and critical thinking skills to evaluate issues faced in business and professional careers.</td>
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<tr>
<td>Technological Skills</td>
<td>Students will possess the necessary technological skills to analyze problems, develop solutions and convey information.</td>
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<tr>
<td>Communication Skills: Oral</td>
<td>Students will have the necessary oral communication skills to convey ideas and information effectively and persuasively.</td>
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<tr>
<td>Communication Skills: Written</td>
<td>Students will have the necessary written communication skills to convey ideas and information effectively and persuasively.</td>
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<tr>
<td>Civic Awareness and Ethical Decision-making</td>
<td>Students will have the knowledge base and analytical skill to guide them when faced with ethical dilemmas in business.</td>
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<td>Students will have an awareness of political, civic and public policy issues affecting business.</td>
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<tr>
<td>Global Awareness</td>
<td>Students will know how differences in perspectives and cultures affect business practices around the world.</td>
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<tr>
<td>Business Knowledge/Integrative Abilities</td>
<td>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.</td>
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<tr>
<td>Proficiency in a Single Discipline</td>
<td>Students will possess a deep understanding of and intellectual competence in at least one business discipline.</td>
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[http://www.baruch.cuny.edu/assessment/Zicklin.htm](http://www.baruch.cuny.edu/assessment/Zicklin.htm) for information regarding the BBA Learning Assurance program

(2/18/10)