

## Bachelor of Business Administration, Business Communication and Corporate Education

### Program Learning Outcomes

1. The student will be able to process foundational business information (sourced through active listening, reading comprehension, interpersonal dialogue, and research) in order to propose solutions to business problems. **(Processing and Communicating Business Information)**
2. Produce effective business messages using communication channels appropriate to given business audiences. **(Business Messaging)**
3. Use current technologies to render effective representations of data and/or subject-matter content to inform ethical business decisions. **(Technology and Data Communication)**
4. Demonstrate an understanding of theories related to business communication and training in organizations. **(Business Communication and Training Theory)**
5. Analyze data to determine training needs and identify effective solutions. **(Determining Training Needs)**
6. Design and deliver effective training and development solutions using traditional and e-learning methods with current technologies. **(Delivering Effective Training)**
7. Demonstrate awareness of the need to accept and drive change effectively through organizations and at the individual and group level. **(Change Management)**

Refer to a particular course in the chart that follows to see how it supports the Program Learning Outcome for your program of study.

Course	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7
BCOM 2347	X	X					
BCOM 3347	X	X	X				
BCOM 4347	X	X	X	X			
BCOM 4350	X	X	X	X			
BUSI 3330	X	X	X				
BUSI 3330					X		X
BUSI 3345					X	X	X
Six hours from: BUSI 3321, BUSI 3310, BUSI 4340			X				
Three hours from: BLAW 4356, MGMT 3373, BUSI 4300, BUSI 4385	X						