

Bachelor of Business Administration, Business Economics

Program Learning Outcomes

1. The student will demonstrate effective oral and written communication skills by (1) composing a professional quality business document, and (2) preparing and delivering a professional presentation on a business topic. (**Written Communication, Oral Communication**)
2. The student will demonstrate knowledge of fundamental information technology tools and concepts. (**Technology**)
3. The student will exhibit an understanding of ethics and social responsibility. (**Ethics**)
4. The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. (**Critical Thinking**)
5. The student will demonstrate multicultural and diversity understanding. (**Diversity**)
6. The student will demonstrate an understanding of teamwork as it occurs in business situations. (**Teamwork**)
7. The student will effectively apply knowledge and skills in the functional areas of business. (**Business Knowledge**)
8. The student will demonstrate an understanding of basic price theory, macroeconomic theory and applications. (**Economic Concepts**)

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

| Course | PLO 1.1 Written Communication | PLO 1.2 Oral Communication | PLO 2 Technology | PLO 3 Ethics | PLO 4 Critical Thinking | PLO 5 Diversity | PLO 6 Teamwork | PLO 7 Business Knowledge | PLO 8 Economic Concepts |
|--------------------|-------------------------------------|----------------------------------|---------------------|-----------------|-------------------------------|--------------------|-------------------|--------------------------------|-------------------------------|
| MGMT 2372 | | | | I, A | | | | | I |
| ACCT 2301 | | | | | E* | | | I | I |
| ACCT 2302 | | | | I | E | | | E | E |
| ECON 2301 | | | | | E, A | | | I | I |
| ECON 2302 | | | | | E, A | | | I | I |
| BUSI 2304 | E, A* | | E | | | I | I | I | I |
| BUSI 3325 | | E* | | E, A | | E | E | E | E |
| BLAW 3335 | | | | M | E | | | E | E |
| ECON 3339 | | | | | E | | | E | E |
| FINC 3333 | | | | E | E | | | E | E |
| MGMT 3370 | | | | E | | M, A | E | I | E |
| MGMT 3371 | | | | | E | | | E | E |
| MKTG 3351 | | | | E | | E | | I | E |
| MGMT 4363 | M | M, A | M | | M | | M, A | M, A | E |
| ECON 3351, 3353 | E | E | | | A, M | | | E | A, M |

I-Introduced E-Emphasized A-Assessed M-Mastered

*Introduced in University Core Curriculum