Bachelor of Business Administration, General Business

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 identify and analyze global and crosscultural environmental business issues. (**Global Awareness**)
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 career readiness through completion of a structured field-based work internship experience. (**Career Readiness**)

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 Communi-cation	PLO 1.2 Oral Communi-cation	PLO 2 Technology	PLO 3 Ethics	PLO 4 Critical Thinking	PLO 5 Global Awaren ess	PLO 6 Teamwork	PLO 7 Business Knowledge	PLO 8 Career Readiness
CSC 121			I, A					I	I
ACC 231					E*			I	I
ACC 232				I	E			E	E
ECO 231					E, A			I	I
ECO 232					E, A			I	I
BCM 247	E, A*		E			I	I	I	I
GBU 325		E*		E, A		E	E	E	E
BLW 335				M	E			E	E
ECO 339					E			E	E
FIN 333				E	E			E	E
MGT 370				E		M, A	E	I	E
MGT 371					E			E	E
MKT 351				E		E		I	E
MGT 463	M	M, A	M		M		M, A	M, A	E
Six hours from ECO 331, FIN 361, FIN 357, MGT 373, GBU 321			E	E	E E E	E		E	E E E E E
Six hours including two of the following: -BLW course -BCM course -Technology course	E	E	E	E E	E E	E E	E	E E E	E E
Nine advanced hours from College of Business (content varies)	E	E	E	E	E	E	E	E	E
GBU 485	M, A	E	E	E	M, A	E	E	E	M, A

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

*Introduced in University Core Curriculum