

## **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 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 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 Diversity	PLO 6 Teamwork	PLO 7 Business Knowledge	PLO 8 Career Readiness
MGMT 2372			I, A					I	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
Six hours from ECON 3331, FINC 3361, FINC 3357, MGMT 3373, BUSI 3321			E	E	E E E	E	E	E E E E E	E E E E E
Six hours including two of the following: -BLAW course -BUSI course -Technology course	E	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
BUSI 4385	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