

BSBA Programmatic Learning Goals

General PLG #1: Communicate clearly and concisely

- Learning Objective #1: utilize effective **written** communication (substance and style) to demonstrate knowledge.
- Learning Objective #2: utilize **oral** communication to effectively demonstrate knowledge.
- Learning Objective #3: work effectively in **teams**.

General PLG #2: Compare, contrast, and apply basic ethical concepts

- Learning Objective #1: **establish** and **support** an ethical position on an emerging or contemporary business matter.
- Learning Objective #2: **explore, compare, or contrast** global value judgments and perspectives.

General PLG #3: Illustrate cultural awareness and analyze the impact of globalization on business

- Learning Objective #1: conduct a **multinational** or **international** study on a contemporary business issue.
- Learning Objective #2: demonstrate the **impact** of globalization in a business discipline.

Management PLG #1: Demonstrate competency and make decision in each of the functional business disciplines.

- Learning Objective #1: demonstrate **comprehension** and **scope** of knowledge across each functional area.
- Learning Objective #2: **solve** business problems in a **functional area**.

Management PLG #2: Use technology as a decision support tool in business and in the major

- Learning Objective #1: access an information system to **collect data** and then conduct an **analysis**.
- Learning Objective #2: use technology to **model and solve** an operational problem.
- Learning Objective #3: utilize **field specific software**.
- Learning Objective #4: prepare reports and presentations using **MS-Office** products.

Management PLG #3: Conduct and utilize research to support business innovation

- Learning Objective #1: conduct **business research**.
- Learning Objective #2: **innovate** or **survey recent innovations**.

Management PLG #4: Integrate functional disciplines together to affect sound policy making and business planning

- Learning Objective #1: contribute an **analysis** in support of, or develop, a **business plan**.
- Learning Objective #2: solve business problems that **integrate** multiple functional areas together.