BSBA UNDERGRADUATE PROGRAMMATIC LEARNING GOAL MAPPING MATRIX

Undergraduate Program Mission Statement: The mission of the School of Management undergraduate BSBA program is to ensure workforce readiness by means of providing contemporary and competitive academic curricula, supplemented by co-curricular activities that contribute to student success.

BSBA Undergraduate Programmatic Learning Goals
Upon graduation from the SOM undergraduate BSBA program, the graduating student will be able to:

Learning Goal / Outcome	General Education			Business Program Lower Core						Business Program Upper Core					Major Specific		Standalone Testing	Selection Criteria
	ECON202 (ECON I)	ECON204 (ECON II)	QANT201 (STAT)	ACCT101 (ACCT 1)	ACCT110 (MGRL ACCT)	LLAW110 (BUS LAW)	MGMT102 (MGMT)	MRKT102 (MKT)	FINC201 (CORP FIN)	MIST315 (INFO SYS)	QANT300 (OP MGMT)	BUSI405 (INN & RES)	QANT405 (MGT SCI)	BUSI435 (STRATEGY)	Technology	Internation	Standalone Testing	Selection Criteria
GEN PLG#1 …. Communicate clearly and concisely																		
LO#1: utilize effective **written** communication (substance and style) to demonstrate knowledge.	Y			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y				
LO#2: utilize **oral** communication to effectively demonstrate knowledge.		Y					Y	Y	Y			Y		Y				
LO#3: work effectively in **teams**.		Y					Y	Y	Y			Y		Y				
GEN PLG#2…… Compare, contrast, and apply basic ethical concepts																		
LO#1: **establish** and **support** an ethical position on an emerging or contemporary business matter		Y		Y	Y	Y	Y	Y	Y			Y		Y				
LO#2: **explore**, **compare,** or **contrast** global value judgments and perspectives.		Y				Y	Y	Y				Y		Y		Y		
GEN PLG#3…… Illustrate cultural awareness and analyze the impact of globalization on business																		
LO#1: conduct a **multinational** or **international** study on a contemporary business issue	Y	Y					Y	Y				Y		Y		Y		
LO#2: demonstrate the **impact** of globalization in a business discipline		Y					Y	Y				Y		Y		Y		
MGT PLG #1 ….. Demonstrate competency and make decision in each of the functional business disciplines																		
LO#1: demonstrate **comprehension** and **scope** of knowledge across each functional area.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y			
LO#2: **solve** business problems in **a functional area**.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y				
MGT PLG #2 ….. Use technology as a decision support tool in business and in the major																		
LO#1: access an information system to **collect data** and then conduct an **analysis**.	Y	Y	Y							Y	Y	Y	Y					
LO#2: use **technology** to **model and solve** an operational problem.			Y							Y	Y		Y					
LO#3: utilize **field specific software**.			Y							Y	Y		Y		Y			
LO#4: prepare reports and presentations using **MS-Office** products.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y				Y
MGT PLG#3 ….. Conduct and utilize research to support business innovation																		
LO#1: conduct **business research**.			Y			Y	Y	Y				Y		Y				
LO#2: **innovate** or **survey recent innovations**.							Y					Y		Y				
MGT PLG#4…. Integrate functional disciplines together to affect sound policy making and business planning																		
LO#1: contribute an **analysis** in support of, or develop, a **business plan**.	Y	Y		Y	Y	Y	Y	Y	Y			Y		Y				
LO#2: solve business problems that **integrate** multiple functional areas together.		Y					Y	Y	Y			Y		Y				