

**SCHOOL OF BUSINESS**  
**Bachelor of Science in Business Administration**

**Learning Goal 1**

Knowledge and abilities appropriate to the field of business

- Student will display competencies in the areas of accounting, management, marketing, finance, etc

**Learning Goal 2**

Effective communication skills

- Student will display excellent writing skills.
- Student will display excellent verbal skills.
- Students will use appropriate technology to enhance their presentations

**Learning Goal 3**

An understanding of the global business perspective

**Learning Goal 4**

An understanding of the importance of teamwork, group and individual dynamics

- Students will show a high propensity for teamwork and networking.
- Students will indicate successful experiences working in groups.

**Learning Goal 5**

An understanding of ethics, legal issues, and social responsibility.

- Student will be able to identify the problem in a case study, as well as the important details.
- Student will be able to identify the important stakeholders in a case study.
- Student will be able to identify decision alternatives and the consequences of each alternative.
- Student will be able to recommend an action plan and defend it.

**Learning Goal 6**

An understanding of effective leadership

- Students will display a general knowledge of leadership as evidenced by the Leadership Awareness Assessment Test.

## **Learning Goal 7**

The ability to solve problems from an integrated multi-disciplinary business perspective.