

COB BSBA Learning Goals and Objectives

Our graduates earn a BSBA degree by:

Goal #1 Demonstrating basic knowledge and skill in core business functions and the operating environment.

Objective(s):

- Demonstrate basic knowledge and skill within externally validated fundamental concepts of accounting, economics, finance, the legal environment of business, information systems, management, marketing, and quantitative analysis.

Goal #2 Demonstrating the ability to individually and collaboratively formulate, structure, and deliver professional written and oral communications.

Objective(s):

- Write effective business correspondence using various types of media.
- Develop and orally deliver business presentations adapted to diverse stakeholders.
- Use appropriate grammar, nonverbal communication, and articulation.

Goal #3 Demonstrating the use of information technology in the execution of essential business tasks.

Objective(s)

- Create and use documents, presentations, databases, and spreadsheets in the support of a decision-making process or other business-related task.
- Identify concepts and uses of business related software tools.
- Identify and evaluate the information and technology assets of the organization.

Goal #4 Demonstrating the knowledge needed to compete in a global business environment.

Objective(s):

- Identify the characteristics of the cultural, economic, social and legal environments faced by organizations in global markets.
- Make appropriate choices for operating in a global environment.

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Goal #5 Demonstrating the ability to apply critical thinking skills to complex business situations.

Objective(s):

- Analyze complex business situations to identify problems, evaluate important issues and information, generate and evaluate potential solutions, and recommend courses of action using well-reasoned rationale(s).

Goal #6 Demonstrating ethical reasoning in business situations.

Objective(s):

- Recognize ethical dilemmas that exist in business scenarios, provide rationale for responses to those dilemmas using ethical schools of thought, and evaluate how possible solutions will affect stakeholders.

Goal #7 Demonstrating the ability to transition from the academic environment to a professional organizational environment.

Objective(s):

- Establish a professional network, construct a discipline-appropriate resume, demonstrate effective interviewing techniques, display proper business etiquette, and develop a professional portfolio.

Approved by the COB Curriculum Committee – Nov. 2, 2011