Program Learning Outcomes and Course Map for Business Administration

Degree or Program Name: Business Administration (BBA)

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Objective 1. To demonstrate comprehension* of the fundamental principles of essential business functions.

Objective 2. To demonstrate comprehension* of the relationship of business to individuals, government, society, and other organizations.

Objective 3. To express ideas clearly, logically, and persuasively in oral and written communication.

Objective 4. To demonstrate knowledge* of the challenges and opportunities of working effectively with other people in a diverse environment.

Objective 5. To demonstrate comprehension* of how ethical issues and responsibilities affect decisions and actions.

Objective 6. To demonstrate the ability to analyze* information critically, regardless of form.

Objective 7. To demonstrate the ability to analyze* complex, unstructured qualitative and quantitative problems, using appropriate tools and technology.

Objective 8. To demonstrate knowledge* of the role of community service in their future professional careers.

*As defined in Bloom, Benjamin. S., ed. 1956. *Taxonomy of Educational Objectives: The Classification of Educational Goals; Handbook I, Cognitive Domain.* New York: David McKay

Courses for Majors	Require Elective	Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6	Outcome 7	Outcome 8
ACC 250 – Financial Accounting	R	Under Revision							
ACC 251 – Managerial Accounting	R	Under Revision							
BUS 240 – Business Law	R	Under Revision							
QBA 260 – Business Statistics	R	I			D		D	I	
FIN 320 – Principles of Business Finance	R	I	I	I	I		D	D	
MGT 300 – Management, Organizations, & Human Behavior	R	D	I	D	D		D	I	
MGT 333 – International Business Management	R	D	D	D	M	D	D	D	
MGT 423 - Business and Society/ PHIL 323 – Professional Ethics	R		M	D	D	M	D	D	I
MKT 310 – Principles of Marketing	R	D	I	D	I	I		I	
QBA 360 – Management Science	R	D		D			D	D	
QBA 361 – Operations Management	R	I	I		I		D	D	
QBA 362 – Management Information Systems	R	D	D	D		I	I	I	
MGT 490 – Strategic Management	R	M	M	M	M	M	M	M	M

I = Introduced, D = Developed & Practiced with Feedback, M = Demonstrated at the Mastery