College of Business Learning Goals and Outcomes

Written and Oral Communication
1. Students will write business documents that contain appropriate content, are organized effectively, demonstrate professionalism, and follow conventions for standard business English.
2. Students will demonstrate effective oral and nonverbal communication skills in business presentations, teams, meetings, interviews, and interpersonal contexts.

Teamwork
1. Team members will demonstrate constructive behaviors.*
2. Teams will maintain effective team processes.*
3. Students will be able to self-assess their effectiveness as a team member.
4. Team members will demonstrate how teams should function for effective decision making.

* Constructive behaviors include following through, developing standards, respecting one another, being open, being fair and trustworthy, contributing new ideas, and being accountable to each other.

* Effective team processes include setting goals, establishing roles, setting expectations, being self-aware, and planning/balancing workload.

Problem Solving
1. Students will analyze the problem(s).
2. Students will generate alternatives.
3. Students will evaluate alternatives in the process of recommending (a) selected solution(s).
4. Students will create an implementation plan.
5. Students will evaluate the plan’s execution.

BBA Common Body of Knowledge

Accounting
1. Students will be able to use and interpret financial statements in business decisions.

Information Systems
1. Students will create an Excel workbook incorporating formulas, formatting, and data manipulation between worksheets.
2. Students will apply personal computer security skills in a Windows operating system.

Finance
1. Students will identify and explain appropriate measure of risk.

Marketing
1. Students will identify the marketing mix and its associated components.
2. Students will understand market segmentation and identify the common bases used to segment consumer markets.

Operations Management
1. Students will critically evaluate the strategic implications of alternative process designs.
2. Students will identify the purpose of each element of the production planning hierarchy.

Strategy
1. Students will apply knowledge and skills learned across all functional business areas when developing firm’s strategy.