PROGRAM LEARNING GOALS AND DEGREE LEARNING OUTCOMES FOR THE 
B.S. IN BUSINESS ADMINISTRATION PROGRAM

PLG I: Written and Oral Communication - Communicate effectively with 
individuals, teams, and large groups, both in writing and orally.

Learning Outcomes:
  **DLO 1.1:** Write well-organized and grammatically correct papers including 
  letters, memos, case analyses, and research reports.
  **DLO 1.2:** Make effective oral presentations that are informative as well as 
  persuasive, as appropriate.

PLG II: Analytical and Critical Thinking Skills - Demonstrate effective analytical 
and critical thinking skills to make an appropriate decision in a complex 
situation.

Learning Outcomes:
  **DLO 2.1:** Apply relevant information and arrive at a well-reasoned conclusion.

PLG III: Ethical Reasoning - Distinguish and analyze ethical problems that occur in 
business and society, and choose and defend ethical solutions.

Learning Outcomes:
  **DLO 3.1:** Explain the various ethical dimensions of business decision making.
  **DLO 3.2:** Explain the role of various affected parties in business decision 
  making.
  **DLO 3.3:** Assess the ethics of decision alternatives using different ethical 
  decision rules.
  **DLO 3.4:** Apply ethical decision-making rules to cases drawn from various 
  business sub-disciplines.

PLG IV: Global Perspective – Demonstrate a global perspective and an 
understanding of the dynamics of the global economy in making decisions.

Learning Outcomes:
  **DLO 4.1:** Identify and describe the impact of the global economy on business 
  decisions.
  **DLO 4.2:** Explain and apply a global perspective in making business decisions.

PLG V: Essential Business Knowledge - Demonstrate an understanding of the 
major functional areas of Business.

Learning Outcomes:
  **DLO 5.1:** Describe basic concepts in each major functional area of business.
  **DLO 5.2:** Apply techniques and theories from various areas of Business to 
  business situations.