Students who graduate from San Diego State University with a Bachelor of Science in Business Administration degree will have acquired the knowledge and skills necessary to:

Communicate effectively with individuals, teams, and large groups, both in writing and orally.
- Write well-organized and grammatically correct papers including letters, memos, case analyses, and research reports.
- Make effective oral presentations that are informative as well as persuasive, as appropriate.

Demonstrate effective analytical and critical thinking skills to make an appropriate decision in a complex situation.
- Collect and organize critical data and information to solve a problem.
- Find appropriate models and frameworks to analyze information and follow logical steps to reach an effective decision.

Distinguish and analyze ethical problems that occur in business and society, and choose and defend ethical solutions.
- Explain the various ethical dimensions of business decision making.
- Explain the role of various affected parties in business decision making.
- Assess the ethics of decision alternatives using different ethical decision rules.
- Apply ethical decision-making rules to cases drawn from various business sub-disciplines.

Demonstrate a global perspective and an understanding of the dynamics of the global economy in making decisions.
- Identify and describe the impact of the global economy on business decisions.
- Explain and apply a global perspective in making business decisions.

Demonstrate an understanding of the major functional areas of Business.
- Describe basic concepts in each major functional area of business.
- Apply techniques and theories from various areas of Business to business situations.