**BSBA COMMON**

**Program Learning Goals & Degree Learning Outcomes**

*(Revised Spring 2019)*

**Program Learning Goal I: Communication**

Communicate effectively with individuals, teams, and large groups, both in writing and orally.

**Degree 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.

**Program Learning Goal II:** **Analytical and Critical Thinking Skills**

Demonstrate effective analytical and critical thinking skills to make an appropriate decision in a complex situation.

**Degree Learning Outcome:**

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

**Program Learning Goal III: Ethical Reasoning**

Distinguish and analyze ethical problems that occur in business and society, and choose and defend ethical solutions.

**Degree 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.

**Program Learning Goal IV: Global Perspective**

Demonstrate a global perspective and an understanding of the dynamics of the global economy in making decisions.

**Degree 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.

**Program Learning Goal V: Essential Business Knowledge (EBK)**

Demonstrate an understanding of the major functional areas of business.

**Degree Learning Outcomes:**

**DLO 5.1:** Describe and apply basic concepts, techniques, and/or theories in the major functional areas of business.