Bachelor of Business Administration (BBA)

Program Goals and Objectives

1. **Each student will possess general business knowledge.**
   - Students will be able to demonstrate knowledge of general business concepts.
   - Students will be able to apply knowledge of general business concepts in the analysis of a specific organization.

2. **Each student will have knowledge of specific functional area concepts and theories.**
   - Students will be able to demonstrate knowledge of functional business concepts.
   - Students will be able to apply knowledge of functional concepts in the analysis of a specific organization.

3. **Each student will have the ability to be an effective communicator.**
   - Students will create well written documents on a business topic.
   - Students will deliver an effective oral presentation on a business topic.
   - Students will use appropriate technologies to enhance the effectiveness of their written and oral presentations.

4. **Each student will have the ability to use critical thinking and decision-making.**
   - Students will weigh the significance of key assumptions used in business decision-making scenarios.
   - Students will solve business problems using appropriate quantitative and analytical techniques.
   - Students will defend reasoned solutions to business problems.
   - Students will demonstrate proficiency in using appropriate software (e.g., Excel, etc.) to solve business problems.

5. **Each student will be sensitive to the ethical and justice ramifications of business activities.**
   - Students will apply a framework for examining ethical dilemmas in specific business cases.
   - Students will identify key concepts in business ethics.
   - Students will identify social justice issues relevant to a business decision.
   - Students will identify a business decision's potential impacts on environmental sustainability.

6. **Each student will have the ability to work effectively in a team environment.**
   - Students will use appropriate behavior to solve problems and make decisions in a team-based environment.
   - Students will be able to resolve conflict in a constructive manner in a team-based environment.
   - Students will be able to provide constructive feedback to team members.

7. **Each student will be able to appreciate the importance of integrating business processes across functional areas.**
   - Students will articulate contributions made by functional areas to the overall well-being of an organization.
   - Students will conduct a SWOT analysis for a real or fictitious business.
   - Students will discuss implications resulting from changes in business conditions (including financial, environmental, economic, etc.).
Bachelor of Applied Science – Technology Management (BAS)

Program Goals and Objectives

1. **Each student will possess general business knowledge.**
   - Students will be able to demonstrate knowledge of general business concepts.
   - Students will be able to apply knowledge of general business concepts in the analysis of a specific organization.

2. **Each student will have knowledge of the concepts of a specific technical area.**
   - Students will be able to demonstrate knowledge of the technical area through applied work experience.

3. **Each student will have the ability to be an effective communicator.**
   - Students will create well written documents on a business topic.
   - Students will deliver an effective oral presentation on a business topic.
   - Students will use appropriate technologies to enhance the effectiveness of their written and oral presentations.

4. **Each student will have the ability to use critical thinking and decision-making.**
   - Students will weigh the significance of key assumptions used in business decision-making scenarios.
   - Students will solve business problems using appropriate quantitative and analytical techniques.
   - Students will defend reasoned solutions to business problems.
   - Students will demonstrate proficiency in using appropriate software (e.g., Excel, etc.) to solve business problems.

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   - Students will apply a framework for examining ethical dilemmas in specific business cases.
   - Students will identify key concepts in business ethics.
   - Students will identify social justice issues relevant to a business decision.
   - Students will identify a business decision's potential impacts on environmental sustainability.

6. **Each student will have the ability to work effectively in a team environment.**
   - Students will use appropriate behavior to solve problems and make decisions in a team based environment.
   - Students will be able to resolve conflict in a constructive manner in a team based environment.
   - Students will be able to provide constructive feedback to team members.

7. **Each student will be able to appreciate the importance of integrating business processes across functional areas.**
   - Students will articulate contributions made by functional areas to the overall well-being of an organization.
   - Students will conduct a SWOT analysis for a real or fictitious business.
   - Students will discuss implications resulting from changes in business conditions (including financial, environmental, economic etc).

8. **Each student will demonstrate a technical expertise.**
   - Students possess an AAS or AAT degree.
   - Students will have three years work experience in field.
Program Goals and Objectives

1. Each student will possess general business knowledge.
   - Students will be able to demonstrate knowledge of general business concepts.
   - Students will be able to apply knowledge of general business concepts to function as a supervisor in most organizations.

2. Each student will have knowledge of specific functional area concepts and theories.
   - Students will be able to demonstrate knowledge of functional business concepts.
   - Students will be able to apply knowledge of functional concepts to function as a supervisor in most organizations.

3. Each student will have the ability to be an effective communicator.
   - Students will create well written documents on a business topic.
   - Students will deliver an effective oral presentation on a business topic.
   - Students will use appropriate technologies to enhance the effectiveness of their written and oral presentations.

4. Each student will be sensitive to the ethical and justice ramifications of business activities.
   - Students will apply a framework for examining ethical dilemmas in specific business cases.
   - Students will identify key concepts in business ethics.
   - Students will identify social justice issues relevant to a business decision.
   - Students will identify a business decision's potential impacts on environmental sustainability.

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   - Students will use appropriate behavior to solve problems and make decisions in a team based environment.
   - Students will be able to resolve conflict in a constructive manner in a team based environment.
   - Students will be able to provide constructive feedback to team members.