BA in Business Administration Learning Goals and Objectives

Goal 1. Functional Knowledge

Objectives
a. Demonstrate an understanding of each of the business disciplines: Accounting, Economics, Finance, Information Systems & Decision Sciences, Management, and Marketing
b. Apply knowledge from multiple business disciplines to understand business problems

Goal 2. Critical Thinking Skills (Use of case analysis method: problem/issue identification, analysis, alternatives evaluation, recommendations, and implementation)

Objectives
a. Analyze and compare data, applying appropriate methodologies to support decision-making
b. Identify effective solutions using appropriate concepts, techniques, and models

Goal 3. Interpersonal Skills

Objectives
a. Demonstrate effective oral presentation skills
b. Demonstrate effective written communication skills
c. Demonstrate ability to effectively collaborate in teamwork environments

Goal 4: Awareness of the business environment

Objectives
a. Develop global perspectives about the business environment
b. Identify ethical issues and dilemmas in business and recommend potential responses