

## **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