BSBA Goals & Objectives Under Quarter System

Goal 1: Students who graduate will be knowledgeable and integrative in their approach to business management.

Objective 1A: Students who graduate will recognize and recall functional knowledge relevant to business management.

Objective 1B: Students who graduate will integrate and think critically across functional areas to solve business problems.

Goal 2: Students who graduate will be effective data driven decision makers.

Objective 2A: Students who graduate will understand and apply quantitative methods and tools in evaluating business problems.

Objective 2B: Students who graduate will apply technology to analyze business problems.

Goal 3: Students who graduate will be effective communicators in a diverse and global environment.

Objective 3A: Students who graduate will apply effective oral communication skills.

Objective 3B: Students who graduate will apply effective written communication skills.

Objective 3C: Students who graduate will apply effective team working skills.

Goal 4: Students who graduate will be ethical when making business decisions.

Objective 4A: Students who graduate will understand ethical issues and derive solutions for ethical problems.