

College of Business
B.B.A. Student Learning Goals and Objectives

1. BBA graduates are professional and effective communicators.
 - 1.1. Students write a professional document.

Measure A: Rubric
Course: BCOM 3143: Business Communication
 - 1.2. Students deliver a professional presentation.

Measure A: Rubric
Course: BCOM 3143: Business Communication
 - 1.3. Students demonstrate professional behavior in business interactions.

Measure: Rubric
Course: BCOM 3143: Business Communication

2. BBA graduates are prepared to be effective leaders.
 - 2.1. Students recognize different leadership styles.

Measure: Business Senior Exam
Course: MGMT 4813: Strategic Management
 - 2.2. Students demonstrate the ability to lead and manage teams.

Measure A: Rubric
Course: MGMT 4813: Strategic Management

3. BBA graduates are critical thinkers.
 - 3.1. Students demonstrate critical thinking skills.

Measure A: Rubric
Course: MGMT 4813: Strategic Management

4. BBA graduates demonstrate a basic knowledge of corporate social responsibility.
 - 4.1. Students analyze global factors relevant to business decisions.

Measure: Business Senior Exam
Course: MGMT 4813: Strategic Management
 - 4.2. Students critically assess ethical arguments relevant to business issues.

Measure: Rubric
Course: LS 3113: Legal Environment of Business
 - 4.3. Students identify sustainability-related situations and select an appropriate solution.

Measure: Business Senior Exam
Course: MGMT 4813: Strategic Management

5. BBA graduates are knowledgeable of the core areas of business and their application.
 - 5.1. Students demonstrate business core knowledge.

Measure A: Business Senior Exam
Course: MGMT 4813: Strategic Management