BBA Learning Goals and Objectives
Approved by LSBE Senate on Wednesday, April 29, 2015

Core Skills

Goal 1: Communicate ideas effectively in written and oral form.
   LO1A: Demonstrate the ability to write business documents clearly, concisely, and accurately.
   LO1B: Demonstrate the ability to speak effectively in public and in interpersonal situations.

Goal 2: Acquire quantitative analysis skills that can be used in managerial decision-making.
   LO2A: Demonstrate the ability to apply appropriate mathematical and statistical techniques to solve business problems.

Goal 3: Be able to work effectively in a team.
   LO3A: Understand the factors necessary to work effectively in diverse teams.
   LO3B: Demonstrate good interpersonal skills in teamwork contexts.

Goal 4: Demonstrate appreciation of ethical and global issues in managerial decision-making.
   LO4A: Apply understanding of relevant ethical issues in managerial situations.
   LO4B: Apply understanding of relevant global issues in managerial situations.

Management-Specific Skills

Goal 5: Demonstrate competency in the core areas of business.
   LO5A: Demonstrate knowledge and understanding of core concepts in Accounting.
   LO5B: Demonstrate knowledge and understanding of core concepts in Finance.
   LO5C: Demonstrate knowledge and understanding of core concepts in Human Resource Management.
   LO5D: Demonstrate knowledge and understanding of core concepts in Information Technology.
   LO5E: Demonstrate knowledge and understanding of core concepts in Marketing.
   LO5F: Demonstrate knowledge and understanding of core concepts in Operations Management.
   LO5G: Demonstrate knowledge and understanding of core concepts in Organizational Management.
   LO5H: Demonstrate knowledge and understanding of core concepts in Strategic Management.