

## BBA Learning Goals and Objectives

### Core Skills

**Goal 1:** Communicate ideas effectively in written and oral form.

LO1A: Write business documents clearly, concisely, and accurately.

LO1B: Speak effectively in public and in interpersonal situations.

**Goal 2:** Acquire quantitative analysis skills that can be used in managerial decision-making.

LO2A: Apply appropriate mathematical and statistical techniques to solve business problems.

**Goal 3:** Be able to work effectively in a team.

LO3A: Recognize 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 decision-making.

LO4A: Apply understanding of relevant ethical issues in decision-making.

LO4B: Apply understanding of relevant global issues in decision-making.

### 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.

Approved by LSBE Senate on Wednesday, April 29, 2015. Includes Spring 2018 updates.