

Walker College of Business
BSBA Degree Program Learning Goals

Goal 1: Analytical and problem-solving skills.

Students will be able to analyze business situations using relevant information to make recommendations for problem solving and decision making.

Goal 2: Effective written and oral communication skills.

Students will demonstrate a competency in speaking and writing to effectively communicate in a professional business environment.

Goal 3: Understanding of ethical issues and responsibilities.

Students will recognize and analyze ethical dilemmas and propose resolutions for practical business situations.

Goal 4: Functional business knowledge.

Students will know the core concepts within each business discipline; accounting, economics, information technology, finance, management, and marketing.

Goal 5: Understanding of the global environment of business.

Students will develop an understanding of global issues as they relate to business.

Goal 6: Technology skills.

Students will be able to use technology appropriate for business applications.