

BSBA Learning Goals and Assessment Method

	Assessed in Class	Assessed Online
ORAL COMMUNICATION SKILLS Students will demonstrate the ability to orally communicate in a professional strategic setting.	X	
WRITTEN COMMUNICATION SKILLS Students will demonstrate the ability to write in a professional manner.	X	
ETHICAL PRINCIPLES Students will demonstrate understanding of organizational ethics and organizational strategy and culture and show how they apply to organizational policy.	X	
GLOBAL/INTERNATIONAL ISSUES Students will demonstrate an understanding of domestic and global business environment.		X
DECISION MAKING AND CRITICAL THINKING Students will be able to identify, evaluate, and choose between alternatives for effective strategic and operational decisions.	X	
FOUNDATIONAL KNOWLEDGE : FINANCIAL STATEMENTS Students will demonstrate the ability to analyze and evaluate financial statements.	X	X
TEAM SKILLS Students will demonstrate the ability to work collaboratively in case assignments to solve a problem.	X	
TECHNOLOGICAL LITERACY Students will be prepared to utilize technology skills required in course work.		X
KNOWLEDGE INTEGRATION Students will demonstrate the ability to integrate critical issues across multiple functional areas.	X	X