Bachelor of Business Administration (BBA) Learning Goals:

- **Communication.** Effectively communicate business concepts orally and in writing to faculty and business stakeholders.
- **Ethical decision-making.** Demonstrate an understanding of various ethical perspectives and use ethical and legal frameworks for decision-making.
- **Critical thinking.** Develop skills to analyze and solve complex managerial problems.
- **Leadership and collaboration.** Demonstrate how individual and group leadership contributes to organizational goals and outcomes.
- **Strategic perspective.** Demonstrate the cultural, legal, economic and geo-political forces that impact business strategies within national and international contexts.
- **Organizational performance.** Analyze and use accounting and financial information to articulate organizational performance for various stakeholders.
- **Market execution.** Identify and understand markets for an organization’s goods and services, apply the activities that make up the value chain for those goods and services, and employ appropriate methodologies and techniques for ensuring product/service quality and speed to market.