

**PROGRAM LEARNING GOALS AND DEGREE LEARNING OUTCOMES FOR THE
B.S. IN BUSINESS ADMINISTRATION PROGRAM**

PLG I: Written and Oral Communication - Communicate effectively with individuals, teams, and large groups, both in writing and orally.

Learning Outcomes:

DLO 1.1: Write well-organized and grammatically correct papers including letters, memos, case analyses, and research reports.

DLO 1.2: Make effective oral presentations that are informative as well as persuasive, as appropriate.

PLG II: Analytical and Critical Thinking Skills - Demonstrate effective analytical and critical thinking skills to make an appropriate decision in a complex situation.

Learning Outcomes:

DLO 2.1: Apply relevant information and arrive at a well-reasoned conclusion.

PLG III: Ethical Reasoning - Distinguish and analyze ethical problems that occur in business and society, and choose and defend ethical solutions.

Learning Outcomes:

DLO 3.1: Explain the various ethical dimensions of business decision making.

DLO 3.2: Explain the role of various affected parties in business decision making.

DLO 3.3: Assess the ethics of decision alternatives using different ethical decision rules.

DLO 3.4: Apply ethical decision-making rules to cases drawn from various business sub-disciplines.

PLG IV: Global Perspective – Demonstrate a global perspective and an understanding of the dynamics of the global economy in making decisions.

Learning Outcomes:

DLO 4.1: Identify and describe the impact of the global economy on business decisions.

DLO 4.2: Explain and apply a global perspective in making business decisions.

PLG V: Essential Business Knowledge - Demonstrate an understanding of the major functional areas of Business.

Learning Outcomes:

DLO 5.1: Describe basic concepts in each major functional area of business.

DLO 5.2: Apply techniques and theories from various areas of Business to business situations.