

COB BBA Program Goals and Objectives

Fall 2017

Goal 1

Students will be knowledgeable about the business disciplines.

Objective:

Students will demonstrate knowledge of fundamental business content.

Goal 2

Students will be effective communicators.

Objectives:

1. Students will communicate effectively in writing.
2. Students will produce professional quality oral presentations.

Goal 3

Students will be effective team members.

Objective:

Students will collaborate effectively in teams.

Goal 4

Students will be competent in the application of technology.

Objective:

Students will apply technological tools to business situations.

Goal 5

Students are able to understand and integrate knowledge across diverse disciplines, cultures, and context.

Objectives:

1. Students are able to demonstrate knowledge, skills, and attributes needed to understand diverse local or global contexts.
2. Students are able to critically evaluate the values, processes, technologies or structures that may create a just and sustainable society.
3. Students are able to creatively integrate theory and practice from across disciplines or from experiences outside of the classroom to address complex questions.

Goal 6

Students will be knowledgeable about ethical principles and their application.

Objectives:

1. Students will demonstrate understanding of academic integrity in their coursework.
2. Students will identify an ethical dilemma and apply an ethics model or framework to propose and defend a resolution.

Goal 7

Students will apply critical thinking skills to business situations.

Objective:

Students will analyze business situations and recommend managerial responses.

(Dec 1, 2017, Governing faculty meeting passed the change of Goal 5)